SheHacks 4.0
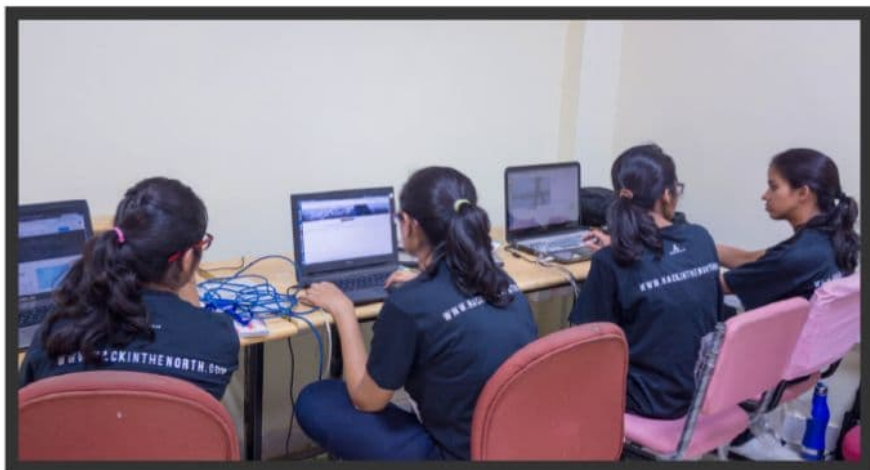### A women-only tech event

ASSOCIATION BROCHURE

ABOUT

Established in 1999, Indian Institute of Information Technology Allahabad (IIIT-A) today is recognized globally as a leader in the field of Information Technology and allied areas by the Government of India.

SheHacks 4.0, the annual technical event solely for woman, comprises of endless programming in the form of a hackathon (mentored by competent developers across the country), inspiring lectures and awe striking workshops to find and encourage potential women developers and coders.

SheHacks 4.0, thus, is for forward thinking women who want to learn, expand their networks and realize their full potential.

SheHacks ⚢

SheHacks is a 36-hour-long hackathon solely for female coders where developers, designers, scientists, students, enterpreneurs and educators gather to collaborate on projects including applications, software, hardware, data visualization and platform solutions catering to real-world problems.

With assistance and encouragement from mentors who shall be available to guide them throughout the hackathon this event gives participants the chance chance to flex their skills, work with fellow hackers and learn something new.

Our focus is to prepare women to thrive in the technology industry. At SheHacks, we provide participants with resources, connections, travel and food to fuel their ideas and to make it easy for them to take their next step forward in tech.

03

Diversity in Tech

At SheHacks, we believe that technology can open new doors for females and give them the required tools to shine in their careers. The mission is to create a positive environment for women to use technology, which will seed a lifelong interest in the field. IIIT Allahabad has had a long tradition of celebrating Women in Tech and SheHacks is one such event where such potential developers from all across the country get to showcase their skills and take steps to further progress their careers.

Apart from premiere hackathon, SheHacks also features:

BootCamp

Series of workshops on a chosen topic pertaining to technology, entreprenuership, coding, design and professional skills.

Tech Talks

Series of talks on certain topics related to coding, technology, development and design.

WHY SPONSER US?

1 Brand Power:

- **Associating with us** will get you Brand Awareness - You get to display your product and marketing materials in front of your target audience and prominently increase your sales.

- The yester edition, i.e. **SheHacks 2.0,** presented by **Github**, was a huge success, featuring :

250+ female developers

60+ teams

100% Non profit student run organisation

100+ Acres of Campus area for branding

120+

120+ Participating Colleges

- **Social Responsibility -** You get to give back to the community and thank them for their support and align your brand to a cause or a mission your customers are passionate about.

- **Marketing with a Budget -** Get ahead of your competition by picking one of our reasonably priced sponsorship schemes and reaching your customers directly instead of spending huge amounts on conventional forms of marketing and still being unsure as to whether you are impacting the consumers or not.

2 Brand Penetration:

1,00,000+ worth Prizes

Nationwide presence in 400+ colleges

120+ Media Articles, 5+ Media Association, 10+ Media - Persons at the Event

WHY SPONSER US?

Sponsorship Details

PACKAGE	PRICE (USD)
TITLE	2500 USD
ASSOCIATE	1500 USD
DIAMOND	1000 USD
PLATINUM	750 USD
GOLD	500 USD
SILVER	250 USD

The donations given as sponsorship are **100% deductible**. Under Section **80G** and **80GGA** , an approved university/educational institution of national eminence is eligible for donation with 100% deduction without any qualifying limit.

07 ♀ Sponsorship Brackets ♀

BENEFITS	TITLE	ASSOCIATE	DIAMOND	PLATINUM	GOLD	SILVER
Identified as an event partner	✓					
Logo on Passes/Certificates/Invitation/ Merchandise	✓					
Marketing Head/CEO to be honoured at the Main Event	✓					
Allowance to put personalized banners at the Venue	Large	Large	Large	Small	Small	Small
Logo on all regular SheHacks banner at the Venue	Large	Large	Large	Small	Small	Small
Banners during other talks	✓	✓				
Standees	✓	✓	✓			
Coverage by emcees at regular events	✓	✓	✓	✓		
Main Stage Branding	✓	✓	✓	✓		
Access to database	✓	✓	✓	✓		

Sponsorship Brackets

BENEFITS	TITLE	ASSOCIATE	DIAMOND	PLATINUM	GOLD	SILVER
Personal Speaker for a Session during event	✓	✓				
Allowance to distribute brochures, pamphlets merchandise etc or other promotional materials	✓	✓	✓			
Formal Event Sponsors	✓	✓	✓	✓	✓	
Paraphernalia through Goodies	✓	✓	✓	✓	✓	
On Campus Branding	✓	✓	✓	✓	✓	✓
Branding through online media partners	✓	✓	✓	✓	✓	✓
Logo on official platforms on social networking sites	✓	✓	✓	✓	✓	✓
Link to company's website on SheHacks website/app	✓	✓	✓	✓	✓	✓
Vote of Thanks	✓	✓				

ASSOCIATION POLICIES

- All cheques/DDs are to be drawn in favour of **Students Gymkhana, IIIT Allahabad.**

- All payments will be eligible for deduction under **Section 80G** of the **Income Tax Act, 1961**.

- Any other proposal, demand or counter offer of the sponsor may be entertained. However, decisions as to final offering rests solely with the organisers.

- The failure to furnish one or more of the social media would purely be accidental and unintenional. In case of such a failure, if any, the sponsors would not be entitled to claim compensation or bring about any other action against the organisers. It cannot be used as a ground to repudiate the contract of sponsorship.
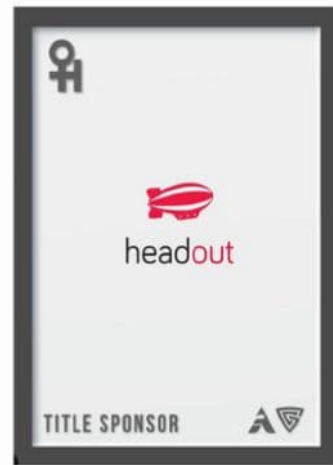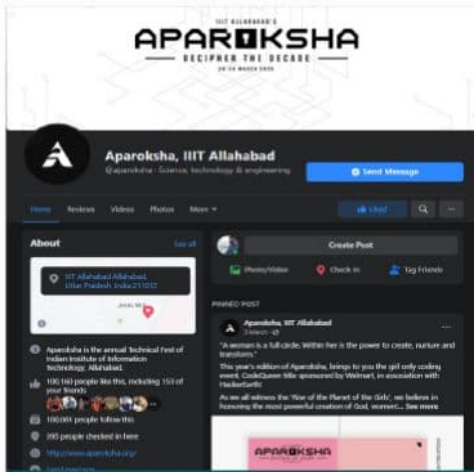
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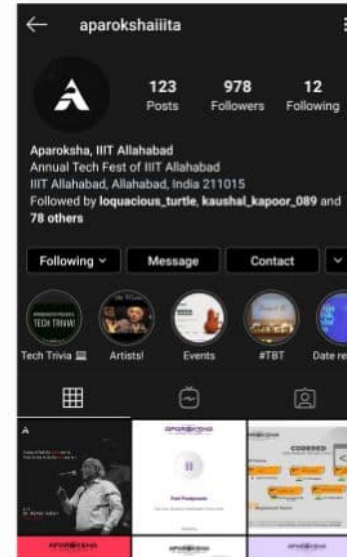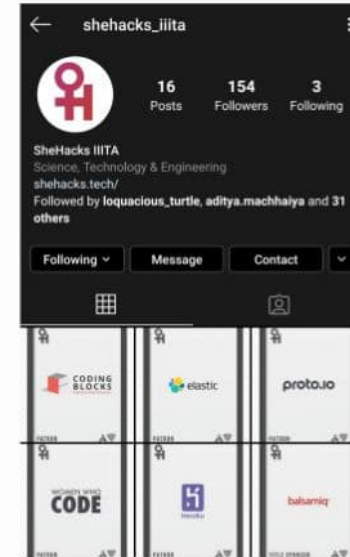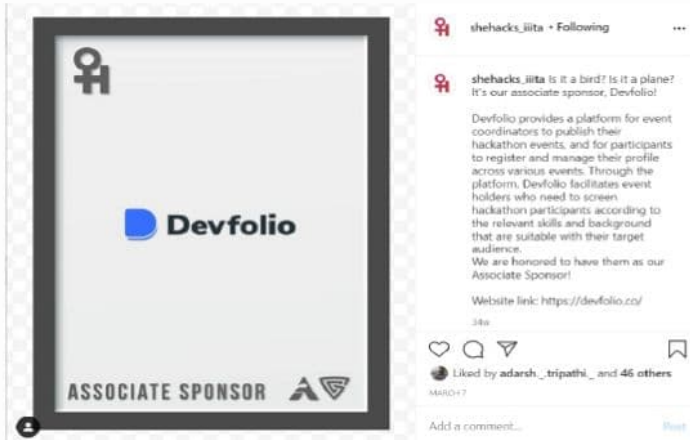
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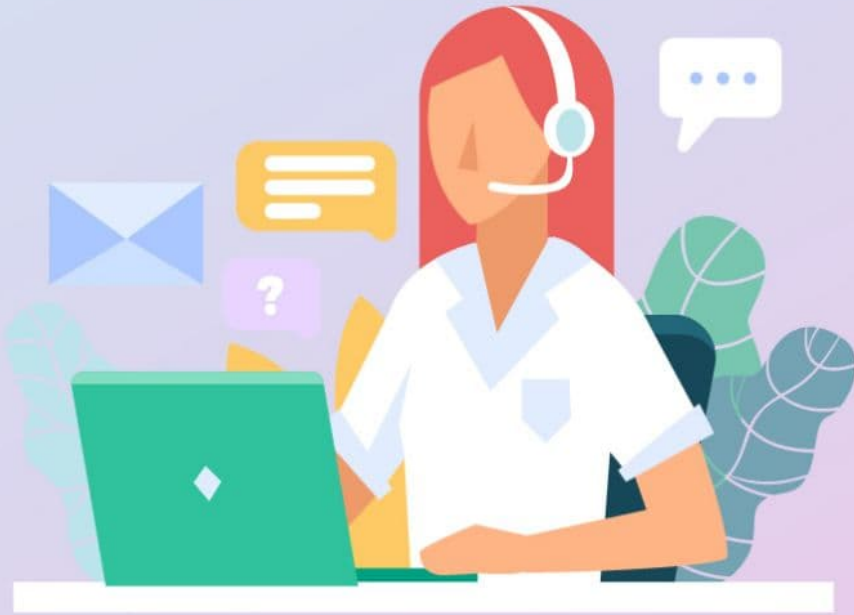
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