



HACK CUMMINS

EVENT
SPONSERSHIP
PROSPECTUS

JANUARY • 18 - 19 • 2020

WHAT IS HACK CUMMINS

We are MKSSS's Cummins College of Engineering for Women, Pune's first-ever programming event organized by students, for students. With this hackathon, we strive to promote technical innovation and hope to include the perspectives and experiences of different and diverse professions and occupations to bring about an interdisciplinary dialogue.

In partnering with Major League Hacking (MLH) for the first time, we want to give students a platform to showcase their abilities to innovate and create; and by including students and professionals from non-engineering backgrounds, hope to additionally showcase the myriad of problems technology can solve. In doing so, we aim to build a community of hackers who aren't afraid to take a leap of blind faith, learn from each other and work on technical problems not within their own domain.

CONTACT US

As a team of passionate students, we are really excited about this event and look forward to hearing back from you. More details can be found at our official website, hackcummins.weebly.com, or reach out to us at hackcummins@gmail.com to learn more.



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EVENT FORMAT

We survey and talk to **artists, writers, musicians, historians, archaeologists** from Pune's diverse set of colleges and universities to understand the problems they face with technology or products that they could use in their work to be more productive or **create art more effectively**.

We also speak to **small local businesses** that we can help by providing them with **useful products** built during the hackathon.

Any problems we can tackle during the hackathon will be fashioned into problem statements for **three tracks: AI/ML, Electronics and General**.

The General track will have an Ideathon for the first half of Day 1, where interested local businesses and artists will be able to showcase their ideas to students and students will be able to brainstorm, form teams and vote to work with a certain artist/local business.



Students register for the hackathon for any one track in **teams of four** (maximum). Each team has students from **various disciplines** so that they can each contribute something unique to the product and **showcase their various talents**.

Students without a team will be given an opportunity to **form teams before the hacktime begins**.

At the start of the hackathon, the artists and local business teams will **storyboard** their respective problem statements with the teams that have registered for it and explain the details required in the implementation. The teams will have a **brainstorming session** with the mentors after which they will work on their unique implementations.

The general track will have an **Ideathon** followed by a brainstorming session and then onwards to implementation!

EVENT FORMAT

At the **closing ceremony**, the winners for each problem statement will be announced along with a general winner for each track.

The awards will be **resource-oriented** rather than monetary and we wish to award the most **dedicated** and skilled students for their enthusiasm and **technical expertise**. We hope that the students who participated in the Hackathon will be able to launch their product by working with their respective artists or business owners even after the Hackathon is over to gain an invaluable experience of product development in the real world.

The community of **hackers, mentors and customers** will be one that stays connected and takes forward the exposure that the Hackathon brings to them to their own respective fields and they will be able to innovate with a **newer perspective**.



Students work on their implementations for the first half of day one of the Hackathon and continue on day two. They are **guided by the artists and business owners** themselves, in regards to features or ideas they have for added functionality, as well as **different mentors** who are working professionals who will be able to help them out with **implementation specifics**.

When the hacktime ends, there will be a period of time where they will be able to **pitch their product** which has been developed over the past 24 hours to the mentors, artists and judges who will be able to choose a winner while looking at **functionality, innovation** and other key aspects of a good product.

WHY SPONSER US

EXPOSURE

Hack Cummins will be a fantastic avenue to attract positive attention to both students and companies. Our partnership with MLH will give your brand exposure to the international community. In addition to this your presence in our unique event will give you an opportunity to recruit prospective talent from near and far, while observing first-hand how participants work and solve non-trivial problems.

UNIQUE IDEA

Our unique idea and format that brings together students, mentors, artists and local businesses and encourages discourse among them in the spirit of collaboration and innovation will provide you with a new perspective which you can take back to your own work. You will be able to see students work on real-life problems while interacting with the problem owners and this medley of ideas will no doubt inspire you!

APPRAISAL

We are very resource-oriented and would love for our students to get a chance to use your product through your sponsorship. In this way you will be able to see how developers use your tech in practical applications while simultaneously getting feedback. We also offer the opportunity for your company to award a separate prize to whoever you believe utilized your tech the best.

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SPONSORSHIP OPTIONS

	KILO ₹5000	MEGA ₹10,000	GIGA ₹25,000	TERA ₹50,000
SPONSER TABLE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OPTION TO SPONSOR A MEAL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PROMO ON SOCIAL MEDIA	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PUT YOUR SWAG IN OUR BAGS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OPTION FOR TECH TALK		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AWARD CUSTOM PRIZE		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OPTION FOR WORKSHOP			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
COMPANY BLURB IN PROGRAM			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
KEYNOTE SPEAKER STATUS				<input checked="" type="checkbox"/>
SET YOUR OWN PROBLEM STATEMENT				<input checked="" type="checkbox"/>
OPTION TO JUDGE AT HACKCUMMINS				<input checked="" type="checkbox"/>

*SPONSOR BENEFITS ARE SUBJECT TO AVAILABILITY

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SPONSORSHIP OPTIONS

	KILO ₹5000	MEGA ₹10,000	GIGA ₹25,000	TERA ₹50,000
LOGO ON WEBSITE	S	M	M	L
LOGO ON T-SHIRT	S	M	M	L
LOGO ON BANNER	S	M	M	L
LOGO ON E-CERTIFICATE OF PARTICIPATION	S	M	M	L
LOGO ON CERTIFICATE OF WINNERS	S	M	M	L

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