BernHack 2020 Sponsorship Proposal

Kathmandu BernHardt College

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<u>**Partner**</u>

www.bernhack.tech

What is BernHack?

BernHack is BernHardt College's first-ever programming event organized by students, for students all over Nepal. We are MLH's (Major League Hacking) first ever member hackathon in Nepal. The event is aimed to bring together all young hacking enthusiasts under one roof.

Reputed mentors and trainers will oversee the participants. Our event will house a huge network of professionals, business delegates along with active youths. **Sponsors can enjoy huge exposure throughout the course of the event, which will last for 2 to 3 months. With ample opportunities for a nationwide promotion, sponsors can establish a strong market base through active participation in the event.**

BernHack will last up to two days which will include:

- Address from professionals from different IT field
- Mentorship from the professionals of the field
- Stalls for vendors of IT field
- Speakers giving information on topics of related field
- Time to network, connect with people and find inspiration to continue with hacking

What is Major League Hacking?

Major League Hacking (MLH) is the official student hackathon league. Each year, MLH powers over 200 weekend-long invention competitions that inspire innovation, cultivate communities and teach computer science skills to more than 65,000 students around the world. MLH is an engaged and passionate maker community, consisting of the next generation of technology leaders and entrepreneurs.

MLH has been a community first, mission driven organization from the beginning. They measure success by the number of hackers they empower, and keep it that way. That's why they made it official and became a Certified B Corporation in 2016. B Corps are for-profit enterprises that are legally required to consider the impact of their decisions on their community, not just their shareholders.

Event Overview

Organizers: Students of Kathmandu BernHardt College

Host: Kathmandu BernHardt College

When: January 24-25, 2020

Where: Kathmandu BernHardt College, Bafal, Kathmandu

Event Format

To maximize learning outcomes, BernHack will experiment with a variety of new formats that are interactive, collaborative and needs-focused.

These include:

- Experts on call: practical guidance on the projects. Participants can be invited to ask technical questions in one-to-one 15minute sessions.
- Hard talk: fast-paced, personal and highly interactive interviews. Well-known and respected professionals will interview the students and let them know what it's like in a real interview, to prepare them for their later jobs.
- Master Class: highly interactive workshops run by a trained facilitator and a seasoned expert allows experts to communicate experiential knowledge and know-how.

Audience

The hackathon attracts delegated from all the regions of Nepal, and is typically attended by 300 and more participants from students, professional and business. The Hackathon is supported by Major League Hacking and Kathmandu BernHardt College, the best Technical college in the country.

The majority of attendees are highly motivated who are involved in technical field to bring a change.

Budget Breakdown

S.No	Item	Units	Cost/Unit	Total Cost
1	**Food & Beverage**			
	Day 1			
	Hi-Tea	185	150	27750
	Dinner	185	200	37000
	Mid-night snack	185	300	55500
	Day 2			
	Breakfast (opt 1)	185	120	22200
	Breakfast (opt 2)	185	80	14800
	Lunch	185	200	37000
	Hi-Tea	185	90	16650
	Misc Drinks	185	100	18500
	Total			**229400**
2	**Prize**			
	Certificate	300	30	9000
	Tokens	80	500	40000
	First			30000
	Second			20000
	Third			10000
	Best Idea			5000
	Best Prototype			5000
	Total			**119000**
3	**Promotion & Branding**			
	Stickers	500	30	15000
	Banner	25	700	17500
	T-Shirt	250	400	100000
	Total			**132500**

4	Misc Cost			
	Stage	1	150000	150,000
	Mattress/Sleeping Bag	250	500	125,000
	Stationery	200	120	18600
	Cables			15000
	Multi-Plug	40	800	32000
	Switch and LAN to Classes			200000
	Additional Internet	1	50000	50000
	Medical Kit	1	10000	10000
	Paper Cups	500	20	10000
	Sanitary Pads and Tissues	1	1000	1000
	Toiletries	1	3000	3000
	Glue, Cello Tape, Pins		4500	4,500
	Total			619,100
	Grand Total			1,100,000

Why sponsor BernHack?

Engage with the highly driven Youth

Hackathon sponsors are exposed to highly engaged youths who are involved in technical community. The attendees range from students, entrepreneurs to professionals.

Help encourage youth for more active work

Sponsorship revenue significantly reduces the overall cost of participation, enabling more attendees to participate at the conference. Your sponsorship support helps bring the widest possible range of regional participants to BernHack, especially those from developing regions. It also allows the event to support the youth from different regions be a part of this hackathon.

How can sponsors get involved?

We have different levels of sponsorship. Sponsorship include cash contributions, in kind sponsorships, and donations. Please review our level of sponsorship and pick a level that will be most beneficial for your product/service. We are open to discuss the levels of sponsorship and come to a mutual understanding with you.

S.No	Sponsorship Category	Amount(NRs)
1	Petabyte (Main/Title Sponsor)	Rs. 3,00,000
2	Terabyte (In association with)	Rs. 2,00,000
3	Gigabyte(Co-sponsor)	Rs. 1,00,000
4	Megabyte(Supported by)	Rs. 60,000
5	Byte	Rs. 20,000
6	Bits (kind)	-

Sponsorship Benefits

1. MAIN SPONSOR - RS. 3,00,000

● The logo of the main sponsor will appear on all publications, banners and backdrop of the event, and will cover a major portion.

● Participants' photos with product and product banner.

● Company acknowledgement throughout the event

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- Company Promotion on event website and social media

- Branding of main sponsor on event merchandises in mutual understanding

- Direct marketing of the sponsor's product/services

- 2 minutes A/V content will be played 5 times during main event

- A special Token of Appreciation and Certificate shall be provided to the Main Sponsor at the closing ceremony.

- The main sponsor will be able to place 6 standee banners of appropriate size at the venue.

- Company Executive will distribute prize the winner team.
- Option for closing remarks
- Company stall during the event
- Option to judge at BernHack

2. In Association With – Rs. 2,00,000

- The logo of the ":In Association With" Sponsor will appear on all publications, banners and backdrop of the event.
- Company acknowledgement via the Emcee in the opening and closing ceremony
- Company Promotion on event website and social media
- Branding of sponsor on event merchandises in mutual understanding
- 1minute A/V content will be played 4 times during main event
- A special Token of Appreciation and Certificate shall be provided to the Sponsor at the closing ceremony.

- The In Association With sponsor will be able to place 4 standee banners of appropriate size at the venue.
- Company stall during the event

3.   Co – Sponsors – Rs. 100,000/-

- The logo of the Co- Sponsor will appear on all publications, banners and backdrop of the event.
- Company acknowledgement via the Emcee in the opening and closing ceremony
- Company Promotion on event website and social media
- 15 seconds A/V content will be played 3 times during the main event
- A special Token of Appreciation and Certificate shall be provided to the Sponsor at the closing ceremony.
- The Co- sponsor will be able to place 3 banners of appropriate size at the venue.
- Company stall during the event

4.   Supported by – Rs. 60,000/-

- The logo of the Co- Sponsor will appear on all publications, banners and backdrop of the event.

- Company acknowledgement via the Emcee in the opening and closing ceremony

- Company Promotion on event website and social media

- A special Token of Appreciation and Certificate shall be provided to the Sponsor at the closing ceremony.

- The sponsor will be able to place 2 banners of appropriate size at the venue.

  - Company stall during the event

5. Banner Sponsor – Rs. 20,000/-

- Company acknowledgement via the in the opening and closing ceremony

- The Banner Sponsor will be able to place 2 standee banners of appropriate size at the venue.

6. Sponsorship in Kinds

We also accept sponsorship in kinds. You may sponsor us by providing us with different services that your company provides. The promotion for your product and company will be determined on the basis of mutual understanding. You can help us sponsor following:

- Food Coupon/Beverages

- Tokens / Gifts for Speakers

- Or any services that your company provides

Promotion Strategies

Promotion will be done mainly through social media. Media agencies will be contacted to advertise and act as a media partner for the event. SMS and phone calls will be made on a timely basis to inform difference colleges about the event.

Strategies:

1. Pre-Event Page

Create a pre-event central page to capture early interest of the Rotaractors.

2. Social Media

Hashtags (#) campaigns on Facebook, Instagram for people to follow along with your event through a simple search on their social media networks. We will have our hashtag ready to go from the moment we begin promoting our event.

Social media quizzes games to fetch attractions, as well pre-event promotional materials to capture the interest of the youths.

3. PAID PROMOTIONS

Paid social media campaign to attract maximum participants and youths from schools, colleges to encourage them to be part of the event.

4. EMAIL

Regular emails to colleges and prospect participants constantly grabbing their attention for the event.

5. PRESS RELEASE

Conduct press release to spread awareness about the event.

6. MASS EMAILS

Use mass promotion tools like MailChimp, Mailerlite to reach out all the possible participants.

7. PROMOTIONAL VIDEOS

Throughout the phase of promotions, multiple high standards promotional videos will be produced to grab the attention of the potential participant.

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