



Sponsorship Package 2015-2016

"A hacker is someone who enjoys creatively overcoming intellectual challenges in technology."

"To hackers, hacking is a hobby, a form of exploration – but it also entails some form of excellence, for example exploring the limits of what is possible – thereby doing something exciting and meaningful."

About Us

Hacker Academy (HA) is a student-run club at the University of Toronto. We strive to provide an environment in which students can develop and engage their interests in technological developments, programming, and the role of technology, particularly software, in our lives and society at large. We live by the hacker culture, which is all about promoting and practicing cleverness and creativity, having an inquisitive attitude, sharing knowledge, and hands-on learning.



Our Events

NETtalks - News, Engineering, Technology

In order to broaden our students' knowledge outside the classroom we host a series of NETtalks, which are weekly presentations on any topic relevant to HA. We showcase industry trends, cool projects, and other interesting topics to engage and inspire students. Previous topics have included Machine Learning and Data Mining, Terminal Usage, Computer Cooling, Overclocking, Version Control, iOS Development, Ruby on Rails, Game Development, Agile. For a more extensive list, past topics can be found at <http://www.hackeracademy.org/schedule>.



We encourage anyone to come and do a talk, including club members, students, faculty, club alumni, and industry members, so that students may be exposed to a variety of interesting topics. Our signup sheet for the 2015-2016 year will be released within the next few months.



DevDojo Programming Competitions

We also host programming competitions a few times per semester to promote interest in coding. Typically, they consist of general programming questions such as maze traversal, string parsing, and the like. Occasionally, they are more unique; for example, a Scalatron battle.

Ambitions for Next Year



DevDojo Tutorials

We are hoping to improve the hands-on experience we provide our members by offering lessons and tutorials which deeply engage participants. Some topics we are investigating are: Game Development with Unity, Working with a Repository on GitHub, Big Data, Buffer Overflow Attacks.

Expert Speakers

In addition to encouraging members to share their knowledge, we hope to make a bigger push for professionals from academia and industry to share something interesting and important to them.

Start-up Fair

As entrepreneurship becomes a more and more important theme in the tech industry, we want to bring the stories and minds of those who have created start-ups to Hacker Academy members in the form of lively presentations and network opportunities, to inspire some of them to become entrepreneurs themselves.



C3 Hackathon

Our largest event to date has been an annual Code, Collaborate, Create (C3) Hackathon. It is a weekend-long development event, organized in the same manner as the many popular Hackathons hosted across multiple universities every year. We are currently seeking partnership for the 2015-2016 Hackathon.

Past Figures

- 30 Regularly active members and 250 weekly newsletter opens.
- Over 70 NETtalks and 10 DevDojo Programming Competitions held.
- Over 100 attendees of the C3 Hackathon.

Sponsorship Opportunities

With your funding, HA will be able to attract a larger audience and put on better events. Finances will be used to cover marketing costs, speaker gifts, prizes, snacks, refreshments, and other event and operating costs. We have 3 sponsorship classes.

Class A	Typically ~\$100-200
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Logo Placement

Hacker Academy Website

Weekly Newsletter

Promotional Posters

NETtalk Slides

Class B	~\$200-1000
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in addition to the above:

Services/Products Distributed as Prizes
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High Priority NETtalk Presenter Reservation
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UofT Event Support

Room Booking

Advertising

Class C	~\$1000+
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in addition to the above:

Can Give a Recruitment Presentation
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Can Collaborate For

Dojo Tutorials

Programming Competitions

Hackathon*

*May require thousands, and will have non-collaborating sponsors

Contact Information

You may contact us anytime through our email at info@hackeracademy.org.

Thank you for your attention. Please do not hesitate to respond to this email for clarifications and concerns. If you are interested in sponsoring Hacker Academy, please indicate your desired class and the amount you are offering. We look forward to hearing from you!

Sincerely,

The Hacker Academy Team

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