



H·A·R·D· HACK

2020

LOCATION:

West Ballroom in
Price Center
@ UC San Diego

DATE:

Jan 17-18th, 2020



IEEE

UC San Diego Branch

What's H.A.R.D. Hack?

H.A.R.D. Hack is San Diego's largest **hardware focused hackathon**. With software skills and jobs becoming popular, it's easy for those interested in hardware to feel overshadowed and out of their comfort zone at standard hackathons, which cater mostly towards software projects. We, the organizers of H.A.R.D. Hack, strive to change this paradigm.

On **January 17-18th**, 2020, the University of California San Diego branches of IEEE and Eta Kappa Nu (HKN), will be hosting our 6th annual, 24-hour hardware hackathon at the UC San Diego campus. Our annual hackathon challenges **300+** college students to collaborate, innovate, and build in a fast-paced environment to solve real-world challenges with societal impacts.

Why H.A.R.D. Hack?

What makes H.A.R.D. Hack unique is the emphasis on hardware design and the quality of support and resources provided to participants. Our goal is to create opportunities for members of the engineering community to come to UC San Diego and develop and display their skills and talents, both with hardware and software. Through the generosity of our sponsors and the support of the ECE Department at UC San Diego, we can provide students with parts such as (but not limited to) sensors, MCUs/MPUs, motors and more. With these parts, students are empowered with the means to create fully realizable projects incorporating hardware and software, with applications to fields such as robotics, embedded systems, and IOT.

From our previous hackathons, we have seen students from various disciplines such as Electrical, Computer, Bio, Environmental and Mechanical Engineering, Physics, Mathematics, Data and Cognitive Science and Business. At this event, student participants will demonstrate their passion and ability for problem solving, developing hardware and software projects, working in a team dynamic, and building deployable products given a set of constraints. The goal set for our participants is to learn how to come up with innovative solutions to today's challenges and present them effectively to their peers.

Why Sponsor H.A.R.D. Hack?

Partnering with us and sponsoring H.A.R.D. Hack first and foremost means that you are actively involved in enabling our participants take their ideas from the drawing board and turn them into a fully realizable, physical product. In addition, H.A.R.D. Hack is a fantastic opportunity to get in front of and interact directly with UC San Diego's diverse and highly capable pool of students through tabling, workshops and panels! Your representatives will be able to mentor and interact with students directly as they build and showcase their products.

How Can You Help Us?

Your company can help make this a successful event through **financial donations** and/or **hardware donations** (will count as 75% of actual value). To get the most out of your involvement we also encourage your company to send representatives as judges and/or mentors. Judges and mentors have the opportunity to assist students with building their products and help us create the best overall hacking experience for our participants. Please see a breakdown of our **sponsorship tiers** (glossary at end) below.

	Bronze \$500	Silver \$1,000	Gold \$2,000	Diamond \$3000+
Co-Host our Hackathon				✓
Company Presentation				✓
Technical Workshop				✓
Mini-Technical Workshop			✓	✓
Company Challenge and Prizes			✓	✓
Company Table		✓	✓	✓
Publicity Promotion		✓	✓	✓
Logo on T-Shirt		✓	✓	✓
Logo on Website(s)	✓	✓	✓	✓
Access to Resume Database	✓	✓	✓	✓
Company Swag Distribution	✓	✓	✓	✓

Contact

Please contact us to discuss interest in sponsorship or collaboration.
Additionally, if interested, last year's demographics can be provided.
Thank you in advance for your consideration.

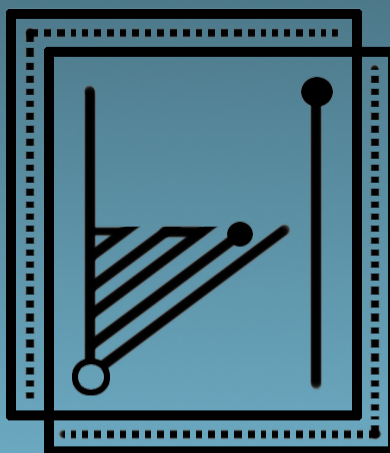
Arden Ma
H.A.R.D. Hack Sponsorship Lead
hardhack@eng.ucsd.edu

Thank You!

We look forward to hosting you.

Date: January 17-18th, 2020

Address: UC San Diego 9500 Gilman Dr. La Jolla, CA 92093



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Glossary

Hackathon Co-Host	Your company will be recognized as one of the co-hosts of this year's H.A.R.D. Hack. Your company may also suggest the event's official theme, given that the idea is submitted at least 30 days before the event.
Company Presentation	Your company will be given the opportunity to present for up to 10 minutes during the opening ceremony (January 17, 2020), in front of 300+ student participants.
Technical Workshop	Your company will have the opportunity to host a technical workshop for hackers and introduce them to any kinds of hardware, software, and platforms that they might be able to use in their project. (60 minutes)
Mini-Technical Workshop	See above. (30 minutes)
Company Challenge and Prizes	Your company will have the opportunity to give participants a company challenge and provide a corresponding prize for winners.
Company Table	Your company will be given a tabling station to promote your company, distribute your company's merchandise/swag, and personally collect student resumes throughout the event.
Publicity Promotion	Your company logo will be featured in the event's publicly distributed materials (such as flyers, T-shirts, etc.). Your company will be promoted regularly on the Facebook pages of the student organizations on HARD Hack promotions and announcements. Your company will also receive one personalized promotion post at the completion of the event.
Access to Resume Database	Your company will be given digital access to a database of participants resumes.
Logo on Website	Your company logo will appear under the Recognized Sponsors area of the H.A.R.D. Hack websites for the 2019-2020 academic year.
Logo on Flyers and T-Shirts	Your company logo will be printed on the flyers and the event T-shirts, which will be worn by both event winners and volunteers.
Company Swag Distribution	Your company may distribute promotional merchandise/swag (T-shirts, stickers, etc.) to participants.