



Be a sponsor for **HackPSU** at Penn State

SPRING 2016



Students at HackPSU Fall 2015
(c) HackPSU

WE ARE... HACKPSU!

24 hours to create wonders, to construct your dreams, and to build something amazing.

HackPSU is an event that was created for students who aren't content with just watching, as technology takes hold in every aspect of modern life. Since its inception in 2012, HackPSU has brought more than 1000 students together to learn about cutting-edge technology, build alongside industry professionals, and compete for awesome prizes. In Spring 2016, we will be hosting over 500 students from around the region for our largest event yet!

HACKPSU WAS FOUNDED
to cultivate our community by:



BUILDING
a community and culture
surrounding technology at PSU



DEVELOPING
students' abilities to solve
problems creatively in teams



EXPOSING
students outside of CS fields to
the possibilities of technology



WHY HACKPSU?

Penn State is undergoing a transformation. The new focus on entrepreneurship on the university level is driving change across all colleges. Our hacker culture is blooming, paving the way for our university to become a hub of technological innovation.

We seek to engage local, national and international companies and give students the opportunity to interact with industry leaders. Join us on our journey to create a more innovative Penn State and to discover a whole new network of young talent.



GETTING INVOLVED

A hackathon is a large-scale event, and we need sponsors like you to make it possible. Donations go toward the many costs associated with running a hackathon, from prizes to providing transportation to students at other universities.



TSHIRTS



PRIZES



FOOD



BUSSES

BY THE NUMBERS

1000+

TOTAL
PARTICIPANTS

15+

SCHOOLS
REPRESENTED

144

HOURS
OF HACKING



SPONSOR BENEFITS

The fun starts here. As a sponsor, you get tons of access to students in ways that a standard career fair could never offer. Working alongside a potential employee to get an understanding for their potential is just one of the many unique opportunities sponsors have at a hackathon. Invest in a quality recruiting event to find passionate students doing what they love.



PACKAGES

ALL SPONSORS ARE WELCOME TO OFFER A BRANDED PRIZE!

**10,000
PLATINUM**

- All access pass to students
- Unlimited access to interview rooms
- HackPSU co-hosted by your company!

**5,000
GOLD**

- Promotional emails to attendees
- Advance access to resumes/LinkedIn/Github profiles
- Time during opening ceremony,
- Recruiting dinner Friday evening
- Priority logo placement on t-shirt and all media
- Company table through weekend

**2,500
SILVER**

- Access to resume book and LinkedIn/Github profiles
- Recruiting dinner Friday evening
- Time during opening ceremony
- Logo on t-shirt, website and other media
- Company table through weekend

**1,000
BRONZE**

- Time during opening ceremony
- Logo on t-shirt, website and other material
- Company table through weekend

**500
PINK**

- Logo on website and promotional material*
- Company table available throughout event.

** t-shirt not included*



SPONSORSHIP ITEMS

But wait, there's more! Here are a few more opportunities where you can get involved and engage students during the hackathon. Stand out to potential recruits by sponsoring a meal, holding a workshop, or sending a keynote speaker.



SPONSORED MEALS

Make an impact by sponsoring a meal. Exclusive recruiting time, company name on schedule, and signage during the meal. Many catering options available. Includes bronze package.

Lunch: 2,000 (limit 2); dinner: 2,500 (limit 1)

ICE CREAM SOCIAL

Midnight snacks make hackers happy. Penn State Creamery ice cream will be served, and we need a lot of it! . Recruiting time, company name on schedule, and signage.

Ice cream social: 600 (limit 1)



WORKSHOPS

Wanna teach hackers how to use your products? Half hour or hour long workshop blocks are available to engage students directly and promote your prizes and technology. Advertised heavily in advance and on schedule.

1/2 hour: 500; 1 hour: 750



MORE THINGS

Interview rooms

100/hour

Swag donation

Ask for information

API Demonstration

50 (15 minutes)

Official Snack Sponsor

600 (limit 1)

Giant Jenga Sponsor

200 (limit 1)

“ HackPSU got me hooked. Everyone can find something to love at hackathons, from the people to the projects to the food. I had a chance to tell hundreds of students about the awesome culture and opportunities at my company while I was there! ”

— Andrew Alexander
Capital One Tech



KEYNOTE SPEAKER

How many chances to you get to address 500 excited students all at once? Kicking off our event at the opening ceremony is an amazing opportunity to grab students' attention early. Do something memorable.

Keynote: 750 (limit 1)



EVENT DETAILS

The hackathon will kick off on Saturday at noon at the IST building on West campus. Sponsors are expected check in at 10 AM to set up tables before students start arriving. Representatives will also take part in the opening ceremony and should be prepared to hang around at least until dinner. Students love the sponsors that stick around into the night!

PREPARATION

Check that you're ready for the big day!

1. Sponsorship donations can be made online at: givenow.psu.edu/Innoblue
2. Register all representatives through our portal at hackpsu.org!
3. Send all promotional and booth material to the address below by 10 days before the event, and we will have it available at the venue:

[HackPSU Materials](#)

[244 E Nittany Ave](#)

[State College, PA 16801](#)

4. If your company is giving a workshop, prepare ahead of time and send us a basic outline by 7 days before the event.
5. Send any presentation slides to us by 2 days before the event. Remember to prepare a 1-2 minute spiel about your company and any prizes for the opening ceremony.



LOCATION

The IST Building spans Atherton Street between College Ave and White Course Drive. **Parking** will be available for free all weekend in the Red lot located next to the complex.

Downtown is only a short hike away, where you can find food and fun (read: cool college bars). Several **hotels**, including the Atherton Hotel, are available within walking distance for those who prefer not to stay up all night!

BASIC EVENT SCHEDULE

Saturday

10:00 AM	Check-in begins
12:00 PM	Opening Ceremony
1:00 PM	Lunch/Team Mixer
2:00 PM	Hacking Begins!
7:00 PM	Dinner
9:00 PM	Tesla Coil Light Show

Sunday

12:00 AM	Ice Cream Social
8:00 AM	Breakfast
12:00 PM	Lunch
1:00 PM	Expo Begins
2:30 PM	Top Hacks Demo
3:30 PM	Prizes Awarded