



# Hack at UCI

Sponsorship Deck

2021 - 2022



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# About Us

Hack at UCI is a student-run organization established to provide students with a platform to learn, grow, and develop technology of the future. Established in 2013, our mission is to promote, educate, and enhance the community around us by giving students the platform to learn and create technology.



# Our Events

Hack at UCI organizes ZotHacks and HackUCI — our premier collegiate hackathons — as well as on-campus events such as workshops, HackNights, and seminars for students interested in the tech industry.

# Club Timeline





## ZotHacks 2020 Profile [zothacks.com](https://zothacks.com)

"Thank you so much for allowing me to be a part of this experience, and I really enjoyed it. Now that I have a feel for how hackathons are supposed to work, I'm definitely going to apply for more." - **ZotHacks 2020 Attendee**

**246**

Applicants

**79**

Hackers

**100%**

Beginner Hackers

**1.25 : 1**

Mentor to Team Ratio

### 6 workshops to teach the entire tech-stack:

- Backend Python Flask Server
- React Frontend
- HTML/CSS Frontend
- iOS Development
- Android Development
- Design Fundamentals

ZotHacks, our beginner hackathon held mid-Fall, introduces new students, beginner programmers, and first-time hackers to the hackathon community. In the span of 36 hours, we match more-experienced student volunteers with one team consisting of 3-4 people to aid in the creation of these teams' very first projects.

Since ZotHacks' first iteration in 2018, we have received (and have continued to receive) immense interest in the beginner hackathon. This year, we are nearly doubling our offering of ZotHacks - without sacrificing quality technical workshops, social events, and dedicated team mentorship.



# HackUCI 2021 Profile [hackuci.com](https://hackuci.com)

"Very well organized hackathon! All the resources (starter packs, workshops, mentors) are super helpful. This is my 5th time joining a hackathon and HackUCI is my favorite!" - HackUCI 2021 Attendee

**40**

Hours

**720+**

Attendees

**89**

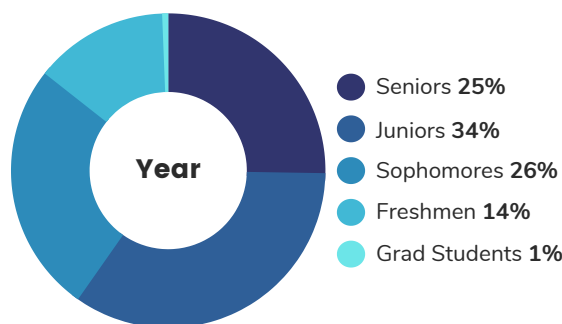
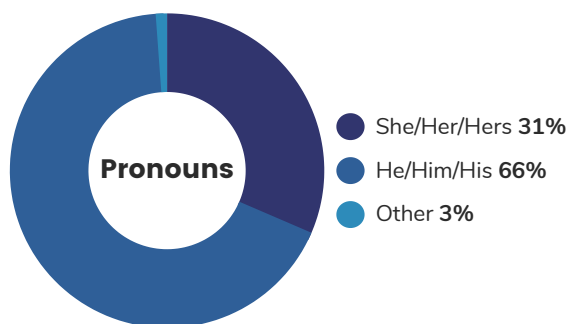
Submitted  
Projects

**12**

Workshops

**7**

Socials



HackUCI is the largest collegiate hackathon in Orange County. Each year, we bring hundreds of student-hackers with various different backgrounds and skill-sets to invent, develop, and pitch a project built from scratch. In the span of 36 hours, we connect students to students and students to you through workshops, networking, and creativity.

HackUCI 2022 will tentatively be planned as an in-person event. While we strive to grow HackUCI's attendance numbers and workshop offerings in every iteration, this year we are working closely with UC Irvine's COVID safety guidelines to ensure a safe event without sacrificing the irreplaceable experience that an in-person hackathon brings to the hacking community. Read more on the last page.





## Become a Sponsor!

You will partner with Hack at UCI for the entire school year, providing access to our community's resources for the next 12 months. Additionally, you will be able to receive all the brand promotion and exposure we can muster, as well as the ability to distribute swag year-round, host workshops about any topics you wish, and more.

Your assistance will enable Hack at UCI to continue doing what it does best: growing and connecting the local community, fostering a love for tech, and hosting memorable events for everyone to enjoy.



### Recruitment

UCI's campus is in the heart of Orange County's growing tech scene and is situated at the crossroads of many Southern Californian institutions, making it a prime location to recruit talented students for internships and full-time offers. Our members all possess diverse interests, from AI to graphic design to cognitive science, with many of them having prior internship or work experience.



### Brand Promotion

Each year, Hack at UCI garners tens of thousands of visits on our social media and site. We will provide a variety of marketing opportunities to promote product, brand, and image as an employer.



### Build Relationships

Our club is the perfect place for companies to make their first impression on our future generation. Many of these young programmers will grow up to be the face of technology and their inspiration would have come from you!

# Sponsorship Tiers

	Bronze \$1,000	Silver \$3,000	Gold \$6,000	Platinum \$12,000
<b>General</b>				
Logo on Club & Hackathon Websites	S	M	L	XL
Distribute Company Swag	•	•	•	•
Distribute Promotional Materials	•	•	•	•
Award Hackathon Prizes	•	•	•	•
<b>Branding</b>				
Mailing List Shoutout	•	•	•	•
Logo on ZotHacks t-shirt	•	•	•	•
Logo on HackUCI t-shirt	+\$500	•	•	•
Social Media Spotlight	•	•	•	•
Post-Hackathon Email			•	•
Social Media Takeover				•
<b>Recruiting</b>				
* Hackathon Company Table	V	V	V / IP	V / IP
Access to Hacker Resumes		•	•	•
Access to Student Mentor Resumes			•	•
Access to Mailing List			•	•
Access to Resumes: On-Demand				•

## À La Carte Options

- Host an event (workshop/tech-talk) - \$500
- Sponsor hackathon t-shirts - \$1,000
- Sponsor a meal - \$2,000
- Sponsor a HackUCI shuttle bus - \$2,000

## Custom Tiers

All sponsorship prices and benefits are negotiable and can be discussed. We would be more than happy to discuss a custom sponsorship tier!

\* V = Virtual, IP = In-Person

# Our Approach to the New Year

As we see the light at the end of the tunnel, we are keen to satisfy our community's desire to return to in-person hackathons and events. We will be slowly transitioning out of virtual events, with ZotHacks held virtually then HackUCI held tentatively in-person. Many of our hackers have expressed that in-person events give the hacking community accessibility to countless tools and the environment to create at their mind's desire.

We understand that your organization's workplace has changed in the past years. As such, we will be offering virtual methods, such as virtual company tables and interview rooms, on top of traditional in-person methods to better connect with our community.

Thank You,  
Hack at UCI Team

