IIACKBU

Dear potential sponsor,

HackBU is excited to announce that it will host Binghamton University's fifth annual hackathon this February. The event will last 24 hours and bring in 350+ students from Binghamton University and surrounding universities and colleges. It will take place at the Innovative Technologies Complex.

Sponsoring our hackathon is arguably the **most powerful** recruiting effort you can make to engage with tech talent across the Northeast and Mid-Atlantic regions. Our hackathon audience is made up of the most passionate hackers, and your representatives will interact directly with these talented potential hires. If you want immediate feedback on your company's new products/APIs, to enhance your company's brand recognition, and many other sponsorship benefits detailed below, we encourage you to sponsor our events.

We have some great sponsorship perks this year that we think you will derive a lot of value from, such as interviewing students at the hackathon, regardless of tier. While all tiers receive great perks, our gold and platinum sponsors have grown strong brands on campus in the past.

Our goal for the hackathon is to provide a place for students to work on interesting projects, and for students to showcase their talents. We are interested in bringing top companies to Binghamton to interact with students, and we think your company would be a great fit.

*"One of my first hackathons was **HackBU**, and I always enjoy going back. There's a **real sense of community**, and it's one of the best parts about going to HackBU."*

- Carl Domingo, *Social Media Manager at MLH, Founder of BrickHack*

HOW YOU CAN HELP

A direct monetary sponsorship to the organization. This is the easiest and most efficient way to sponsor us, and it allows us to allocate funds where they are needed most.

Sponsor or pay for services such as: tools for students during the event (eg., hosting, hardware), buses to bring students from other schools, or a meal.

We are always looking for exciting and new ideas for our event. Don't hesitate to contact us with any unique sponsorship ideas or suggestions.

Bringing branded merchandise (eg., free shirts, water bottles) to the event. It's a great way to have students take your brand with them wherever they go.

We look forward to connecting with you regarding sponsorship of our upcoming event. If you have any questions and/or comments please send an email to hackathon@hackbu.org.

Thank you,

The HackBU Team

HACKATHON

	Silver	Gold	Platinum (Limit 1)
GENERAL	**$1,500**	**$3,500**	**$7,500**
Branded Prize	Yes	Yes	Yes
Company/API Presentation	2 min	3 min	5 min
Tech Talk		30 min	30 min
Closing Talk			5 min

RECRUITING

	Silver	Gold	Platinum
Members at event	Yes	Yes	Yes
Distribute recruiting materials	Yes	Yes	Yes
Interviews during event	Yes	Yes	Yes
Email hackers		Yes	Yes
Access to resumes		Post-event	Pre-event
Email Binghamton CS majors			Yes
Access to searchable resume book			Yes
35 minute information session			Yes

BRANDING

	Silver	Gold	Platinum
Logo on website & t-shirts	Yes	Yes	Yes
Placement of company banners	Yes	Yes	Yes
Booths at event	Yes	Yes	Yes
Placement on event advertisements		Yes	Yes
Hackathon sponsored by...			Yes
Logo on banner			Yes

CLUB	Silver	Gold	Platinum
			(Limit 1)
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RECRUITING	**$500**	**$1,500**	**$2,500**
Distribute recruiting materials	Yes	Yes	Yes
Coffee chat/Meetup with students		Yes	Yes
A workshop by...		Yes	Yes
Email club attendees			Yes
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BRANDING			
Company logo on hardware casing	Yes	Yes	Yes
Logo on slides		Yes	Yes
Club sponsored by...			Yes

*Note: A sponsor must first sponsor the Hackathon before they can sponsor the club

HOW THE MONEY WILL BE USED

Hardware. Currently HackBU does not have access to hardware. The money will be used to buy Raspberry Pi's, breadboards, arduinos, etc. and cases for these devices will be branded with your company logo.

Food and drinks for certain workshops. Each semester HackBU holds a General Interest Meeting (GIM) with an average of 150+ attendees. Food and drinks would encourage beginners to come to the following workshops, and in turn your company would receive more brand recognition at our workshops.

Send students to various hackathons. We will communicate with organizers from various hackathons and raffle off tickets (Either bus, train or plane) to said hackathons.