

**SPONSORSHIP  
HACKDFW FALL 2016  
NOVEMBER 5-6**

## Table of Contents

<b>03</b>	Foreword
<b>04</b>	HackDFW Spring At A Glance
<b>05</b>	Past Sponsors
<b>06</b>	Sponsorship Packages
<b>07</b>	Where Does This All Go?



First off, we would like to take a moment and thank you for taking the time to hear us out. Our team is passionate about making HackDFW an amazing and memorable experience for all who attend, and we are working tirelessly to make that dream a reality. We have very high expectations for HackDFW, as do the students who are planning to attend; however, none of this would be possible without support from companies like you. After all, our sponsors are just as much part of the HackDFW team as anyone else.

## Why Should You Sponsor HackDFW?

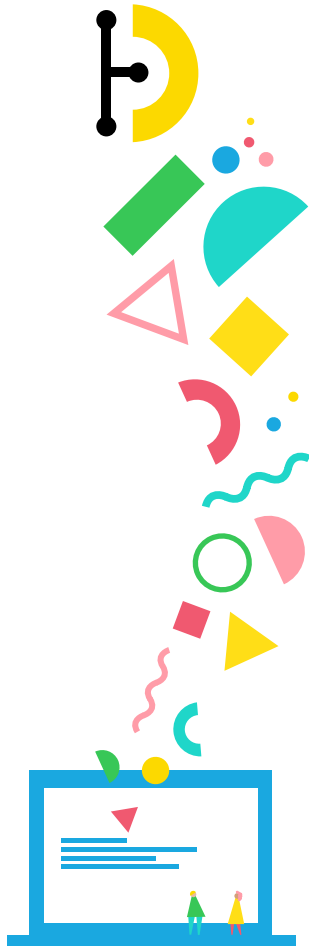
For starters, we are entirely organized by students, for students, which is unique for North Texas. We are expecting a substantial number of attendees from Texas and the surrounding states, and among them will be some of the top engineering talent from across the country, ready to use their skills to innovate and create hardware and software like you've never seen before. Sponsoring HackDFW will put you face-to-face with all of them and trust us... they are eager to meet you! Whether you're a start-up or a Fortune 500, a tech giant or a mom-and-pop restaurant, sponsoring HackDFW can benefit you. Not only will it give you a unique opportunity to talk about your API or other products, but also to expand your brand and presence in the one of the fastest growing industries! HackDFW will give you the chance to see what your products can do in the hands of some of the most talented people in the world.

**HackDFW is a hackathon like no other, and we'd like you to be a part of it.**

**Contact us at [sponsorship@hackdfw.com](mailto:sponsorship@hackdfw.com)**

## HackDFW At A Glance

Just a peek on what happened at our most recent events.



3000+ applications during registration period.

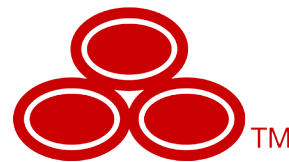
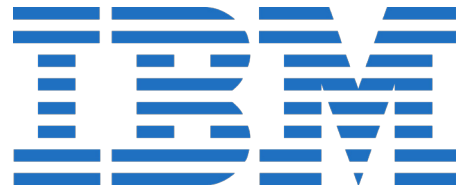
65+ distinct universities represented from Canada, Mexico, Europe, Africa and the US.

World famous judges including John Carmack (CTO of Oculus) and Mark Cuban (billionaire entrepreneur).

Featured on Dallas Morning News, KERA, CW33, WFAA, the Huffington Post, and LaunchDFW.

1500+ developers/engineers in attendance.

## Past Sponsors



# Sponsorship Packages

	Name Sponsor	Platinum	Gold	Silver	Bronze
	Bidding starts at \$50,000	\$30,000	\$15,000	\$8,000	\$3,000
GENERAL	Mentors	●	●	●	●
	Distribute API/Product	●	●	●	●
	Demo/Rep Table(s) <sup>1</sup>	●	●	●	●
	Kickoff Talk (2 mins) <sup>2</sup>	●	●	●	●
	Extra Demo/Rep Table	●	●	●	●
	Promotional Email Blast	●	●	●	●
	Judge	●	●	●	●
	Tech Talk (30 min)	●	●	●	●
	Keynote	●	●	●	●
	Multiple Challenge Prizes	●	●	●	●
RECRUITING	Recruiting Materials	●	●	●	●
	Recruiters Present	●	●	●	●
	Access Student Resumes	●	●	●	●
	Early Access to Resumes	●	●	●	●
	Private Interview Room	2 rooms	1 room	●	●
BRANDING	API Blurb in API Directory	●	●	●	●
	Distribute Company Swag	●	●	●	●
	Logo on Website	●	●	●	●
	API Prize <sup>3</sup>	●	●	●	●
	Recognition During Kickoff	●	●	●	●
	Logo on T-Shirt <sup>4</sup>	●	●	●	●
	Logo on Marketing Material	●	●	●	●
	Co-Branded with HackDFW	●	●	●	●

<sup>1</sup> Silver tier: (1) 6'x2' table, Gold+: (2) 6'x2' tables

<sup>2</sup> Limited to the first 5 Silver sponsors

<sup>3</sup> Sponsors must provide their own prizes

<sup>4</sup> Sponsorship must be finalized by September 2016

## Where Does This All Go?

You might be curious about how we plan on utilizing our budget. After all, HackDFW is a nonprofit event. Here is where your support will go to help us achieve our dream:

<b>Transportation</b>	HackDFW will be providing buses and/or transportation reimbursement from Texas schools such as the University of Texas at Austin, Texas A&M University, and Rice.
<b>Refreshments + Brain Fuel</b>	It's important to keep our hackers focused and happy, so we're providing standard meals for all attendees. We'll also provide constant access to drinks, snacks, and a stockpile of energy drinks.
<b>Logistical Supplies</b>	To make HackDFW as seamless as possible, we'll provide additional equipment as needed to keep hackers hacking. Examples include power strips, AV equipment, mobile internet, storage containers, and more.
<b>Entertainment</b>	Hackathons aren't just about hacking... they are about having fun, and we want to make sure our attendees have as much of it as possible.
<b>Promotional Material</b>	In order to provide the best marketing experience for our sponsors and for the event itself, HackDFW will invest funds in a website, banners, web ads, email blasts, and more promotional services.
<b>Prizes + Swag</b>	To really ignite competition and excitement, we're planning on giving out tons of great swag and prizes. We'll also give out sponsored prizes, which is a great motivator to get hackers using your product.

