SPONSORSHIP
HACKDFW 2019
FEB 16 - 17

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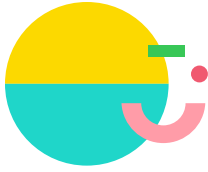
Hello, Potential Sponsor!

Our team is passionate about making HackDFW an amazing and memorable experience for all who attend, and we're working tirelessly to make that dream a reality. We have very high expectations for HackDFW, as do the students and professionals who are planning to attend; however, none of this would be possible without the support from companies like yours. After all, our sponsors are just as much part of the HackDFW team as anyone else.

What is HackDFW?

HackDFW is a fast-paced innovation marathon. It's a celebration of creative minds— where sponsors and aspiring engineers flock together for a weekend to help each other in learning a new skill or showcasing a talent. Five years ago, we brought the first major hackathon to North Texas with the original HackDFW, and now we're bringing it back.

HackDFW will take place in Fair Park, Dallas, in the iconic **Women's Museum** over the weekend of **February 16t h and 17th**. Over 500 students, professionals, and enthusiasts will come together at HackDFW for 24 hours of learning, making, and doing. **HackDFW is going to be a hackathon like no other, and we want you to be a part of it.**

Contact us at sponsorship@hackdfw.com

Why Should You Sponsor HackDFW?

We are expecting a substantial number of attendees from Texas and the surrounding states. 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 company and products, but also to expand your brand and presence in this fast-growing industry, as well as a chance to see just what your products can do!

Sponsorship of HackDFW offers a unique opportunity to meet some of the most talented enthusiasts out there.

Recruiting

A hackathon is the ultimate interview. Scout for the creators that show dedication to the craft. Watch as teamwork and problem solving skills manifest overnight. Our attendees want to showcase their talent for you! Come find your next employee in their natural habitat.

Brand Awareness

Hackathons help bring your brand to top of mind for many of the most talented people in the world. Bring your company into their orbit at HackDFW. Our attendees represent some of the greatest talent from all over the world, and they are excited to learn about your company.
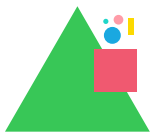
Innovation

HackDFW provides the ultimate environment for a collision of great ideas. Our awesome cast of mentors and focus on design thinking provides a mini-incubator for some truly amazing projects. There's a problem out there that your product can solve. We're here to make that connection.
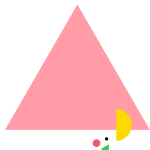
Creativity

Creativity is the fuel of a HackDFW, and change is the language spoken. We help both generate new ideas and bring them to life. Unlimited access to cutting edge technology and a little bit of coffee can go a long way. Let's help today's geniuses herald in the products of tomorrow.

Community

Hackathons provide a community like no other. We've helped bring together lifelong friends through shared interests in creating and a passion for the new. Our event seeks to bring together the many enthusiasts, students, and professionals for one spectacular weekend.

Research and Development

A problem you're stuck on might be approached in a whole new light, or solved in way you never knew existed. Create a challenge statement for our hackers and you'll find out how many ways a few hundred heads can create solutions. Best of all, you'll see prototype results in just one weekend.
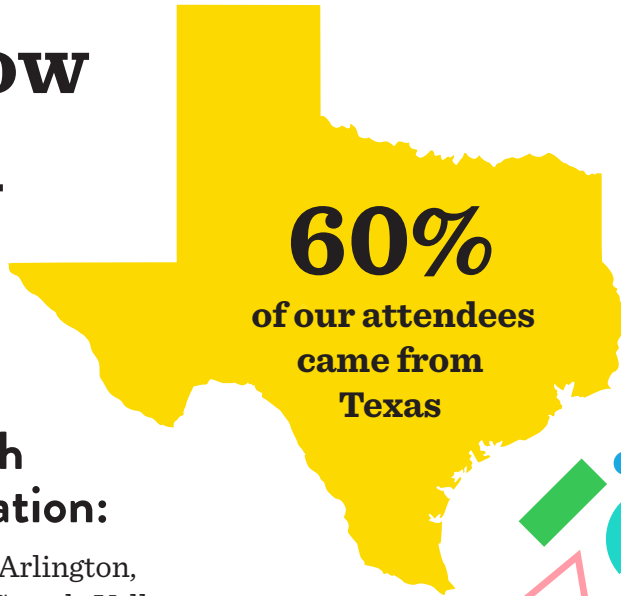
2018 At A Glance

We hosted several events in different cities throughout the United States during 2018, and we're really proud of our attendance. Here's the quick breakdown of 1,357 students and professionals who attended in the past year.

Here's how we did in 2018

60%
of our attendees came from Texas

Texas schools with strong representation:

UT Dallas, UT Austin, UT Arlington, SMU, UNT, TCU, UT Rio Grande Valley, UT San Antonio, Texas A&M, Texas Tech, Rice, University of Houston, and Baylor University.

37
States Represented

200+ Schools in Audience

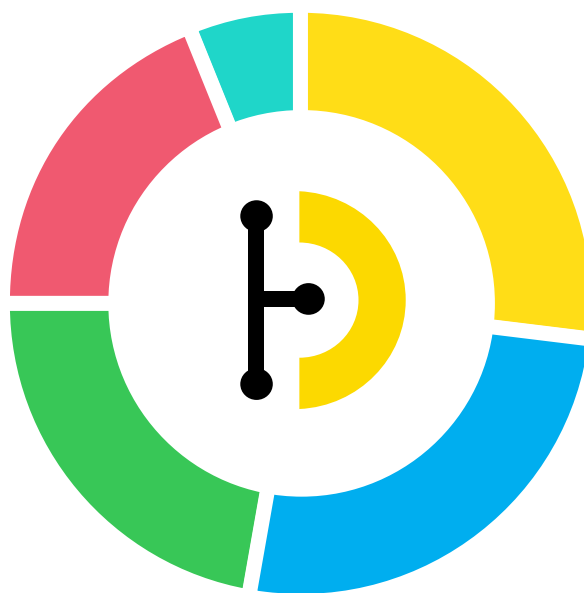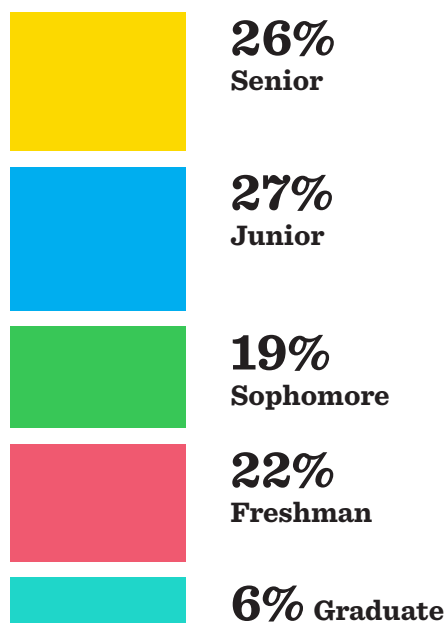## 10 of the top 15 engineering programs represented

MIT, Stanford, Berkeley, Georgia Tech, University of Illinois, Carnegie Mellon, UT Austin, Virginia Tech, Johns Hopkins University, and Texas A&M.

1,357 Participants

1,127 Students
230 Professionals

Average Age: 22

26% Senior

27% Junior

19% Sophomore

22% Freshman

6% Graduate

Major Talents
Computer Science
Computer Engineering
Electrical Engineering
Mechanical Engineering
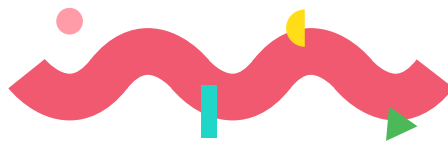Mathematics

24% Female*
74% Male
2% Non-Binary

*4% higher than
national average

Anytime people get together, use their imagination, and push themselves it results in amazing ideas and opportunities. To see it happen here in Dallas is even better.

Mark Cuban,
Owner of the Dallas Mavericks

More Past Judges:

John Carmack, CTO of Oculus
Doug Parker, CEO of American Airlines
Zach Hicks, CEO of Toyota Connected
Mike Rawlings, Mayor of Dallas
Michael Irvin, Hall of Fame Dallas Cowboy

Past Sponsors

Sponsorship Packages

	Title	Platinum	Gold	Silver	Bronze
	Contact Us	$40,000	$20,000	$8,000	$3,000
GENERAL					
Technical Mentors	●	●	●	●	●
Distribute API/Product	●	●	●	●	●
Table(s) [1]	●	●	●	●	●
Challenge Statement	●	●	●	●	○
Kickoff Talk (1 min) [2]	●	●	●	○	○
Promotional Email Blast	●	●	$	$	$
Tech Talk/Workshop (20 min)	●	●	$	$	$
Sponsor Lounge	●	○	○	○	○
Final Judge	●	○	○	○	○
Challenge Statements (2 max)	●	$	$	$	$
RECRUITING					
Recruiters On-Site	∞	∞	4	1	Materials
Resume Access	Early	Early	●	○	○
Private Interview Room	2 rooms	1 room	○	○	○
BRANDING					
Product Blurb in Directory	●	●	●	●	●
Distribute Company Swag	●	●	●	●	●
Logo on Website	Banner	X-Large	Large	Medium	Small
Logo on Marketing Material	●	●	●	●	○
Logo on T-Shirt [3]	●	●	●	○	○
Sponsored Custom Experience	●	●	$	$	$
Social Media Package (Tiered)	●	●	$	$	$
HackDFW Presented By [You]	●	○	○	○	○
Corporate Workshop	●	$	$	$	$
Sponsored Meal	$	$	$	$	$

$ à la carte option

1 Silver tier: (1) 6'x2' table, Gold+: (2) 6'x2' tables

2 Gold benefit based on availability

3 Sponsorship must be finalized 5 weeks before event

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:

Logistical Supplies

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.

Meals + Brain Fuel

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 coffee.

Prizes + Swag

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.
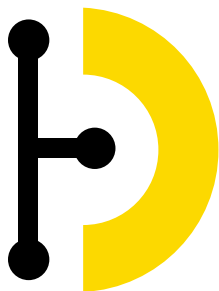
Transportation

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.

Promotional Material

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.

Entertainment

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.

Contact Us

Get in touch for more information
regarding sponsorship for HackDFW 2019.

sponsorship@hackdfw.com

Interested in your own corporate hackathon? Let us know!