



SPONSORSHIP  
HACKDFW 2016

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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 the 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, but also expand your brand and presence in the fastest growing industry and will give you the opportunity to see just what your hardware and software can do!

**HackDFW is going to be 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)**

# Sponsorship Packages

	Bronze	Silver	Gold	Platinum	Name Sponsor
	\$10,000	\$25,000	\$40,000	\$55,000	Bidding starts at \$75,000
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	●	●	1 room	2 rooms
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 February 2015

## 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.