



Official Sponsorship Package

# /> Who We Are

HackGT as an organization aims to be the hub of hacker culture at Georgia Tech. We hope to be the driving force that transforms the energy and passion of students into full-scale projects and revolutionary new hacks. Our efforts are focused around one central effort: Georgia Tech’s first-ever major national hackathon.

HackGT plans to claim the hackathon throne of the South. Our goal is to give students and sponsors a creative experience that they will find truly valuable.

# /> A Recruiting Experience Like You’ve Never Seen

Hackathons are a recruiting resource that still remains untapped. Sponsors spend too much money and invest too much time for too little gain. We believe our take on hackathons will solve this issue and make the experience more profitable for both recruiters and participants.

# /> More Than a Resume Share

We want sponsors to get to know these students. They are great potential future interns and full time workers, so our goal is to give sponsors exclusive access to more than just the students’ resumes. In partnership with Readyforce, we will make available information that will give you insight into who these students are in a simple, dynamic online web application. Throughout the hackathon, we will collect data on the students’ passions, interests, skills, and problem solving abilities.

Our vision for this large-scale, next-level recruiting experience is very intricate. We would love to talk to you and explain in detail how we aim to serve you in finding not only the best hackers in the nation, but the best students and the best people suited to your company.

# /> Packet Outline:

1. Major Sponsorship Tiers

* Our main sponsorship options. We’d love to have you. If there’s anything you’d like that we didn’t mention, please just ask.

1. Meet The Team

* Our contact information.

1. The HackGT Hardware Shop

* An innovative way to make hardware hacks more accessible to all students. Some students get major financial backing from their schools for hackathons. Most don’t. We’d like to bridge the gap.

1. Transportation Partnership

* Are you a transportation related company? A rideshare perhaps? We’d love to talk to you about a special partnership.

*Major Sponsorship Tiers*

Partner $25K: Make your company the star of the event. Wherever HackGT is mentioned, your company’s name will be referred to as well.

Platinum $20K: Your company logo will be present in our media and advertisements and have a large presence during the hackathon. A prize will be named after your company.

Gold $10K: As a mid-tier sponsor, your company will have a great recruiting experience. In addition to having a recruiter on site, you will have access to a private interview room.

Silver $5K: Your company will have a physical presence, including a lounge, a table, and having recruiters on-site. In addition, your company logo will be present in most of our digital media.

Bronze $1K: Have company recruiters on site and your company logo will be present on our website and on a banner during the hackathon. You will also have access to the data of all hackathon contestants.

# /> API or Sponsored Prize

Now that we’ve shown you our major sponsorship options, we’ll explain another way to support our event: API prizes. Being an API prize sponsor at a hackathon means offering prizes for people who use your API well, and is the quickest and easiest way to see your products turn into amazing products never before realized. For the most part we ask that an API sponsor at least participate in our lowest sponsorship tier program; however, feel free to talk to us if your company has any special needs.

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| --- | --- | --- | --- | --- | --- |
|  | **Partner $30K Tier** (limit 1) | **Platinum**  **$20K Tier** | **Gold**  **$10K Tier** | **Silver**  **$5K Tier** | **Bronze**  **$1K Tier** |
| Presence > |  |  |  |  |  |
| Banners | 2 Large  Banners | 1 Large Banner | 1 Large Banner | 1 Small Banner | 1 Small Banner |
| Logo | Website, App,  T-Shirt,  Newsletter | Website, App,  T-Shirt,  Newsletter | Website, App, T-Shirt | Website, App | Website |
| Logo size | Huge | Large | Medium | Small | Small |
| Event Presence | Large lounge area | Large lounge area | Lounge area | Booth | None |
| Send company branded gear | x | x | x | x | x |
| Prizes > |  |  |  |  |  |
| Company judge | x | x | x | x  (only for sponsored prize) |  |
| Recruiting > |  |  |  |  |  |
| Stage access | Speaker | Tech Talk on stage | Tech Talk or  Info Session during day 1 |  |  |
| Recruiters on site | x | x | x | x | x |
| Private interview room | x | x | x |  |  |
| Access to resumes | x  (early access) | x  (early access) | x | x | x |

**We hope that you consider all of these benefits and decide to partner with us so that we can make HackGT unlike any hackathon ever seen before.**

*Meet the Team*

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Feel free to contact one of our team members if you have any questions pertaining to Hack GT.

*The HackGT Hardware Shop*

# /> What is The Shop?

Hackathons today don’t put enough emphasis on hardware projects. At the very least we don’t believe they provide enough support for hardware hacks to be more plausible for everyone. At HackGT we want to showcase students’ ability to work with electronics to create awesome projects. In order to fulfill this dream, we need materials and tools available to the students so they can hack away without restriction. The hardware shop will be where students can purchase parts and services for their creations using a credit system established for the event.

# /> What Being a Partner Means

By donating to the Hardware Shop, you can help students realize their ideas, while gaining exposure in the process. Participants will be able to familiarize themselves with your product, so they would be more likely to buy and use the products in the future. (We would also appreciate your help if you are able support the Hardware Shop with hardware on loan to the event.)

# /> What HackGT Offers

Have the brightest, most innovative students across the country working with your hardware, developing applications on top of your platforms, starting companies, and building wicked new creations.

*Transportation Partnership*

# /> Why Be a Partner?

If you are a dynamite transportation company that would love some exposure to a large group of college students, HackGT is the event for you. Become a transportation partner and you’ll get exclusive, direct access to a huge pool of potential new users from around the country.

# /> What Being a Partner Means

Transportation partners are the only promoted transportation service during the day of partnership. We would expect that a discount will be given to those who are associated with the HackGT event.

# /> What HackGT Offers

* Enjoy the benefits of being HackGT’s premier transportation service for either individual days or the entire weekend.
* Advertise and promote your company through HackGT.
* Station drivers on-site for maximum exposure.

# /> Your Options

* Friday
  + Students will need transportation from the airport to Georgia Tech’s campus.
  + Many participants will arrive to Atlanta early to travel around and see the city.
* Saturday
  + HackGT will be hosting events all around campus and Atlanta.
  + Students could use the transportation services promoted to get there and back.
* Sunday
  + Students will need rides back to the airport from campus.
  + People may sightsee after the event as well.
* Full Weekend Package
  + Be the exclusive transportation partner and be touted as such through all our outlets.