HackHershey

2018

Sponsorship Prospectus

Hershey High School
December 15, 2018
HackHershey.com
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Introduction

On December 15, 2018, over 50 of Pennsylvania's most promising high school computer science students will come together to learn, create, and win prizes at Hershey High School's first hackathon. Students will have 10 hours to work together in teams to create anything from mobile apps to blockchain solutions.

"Wait, What's a hackathon?"

The word "hackathon" is a portmanteau of the words "hack" and "marathon", where "hack" is referring to how multiple technologies can be combined together in an innovative way. Hackathons are not related to the illegal access of computers. At HackHershey we strive to provide all interested students the environment to expand their computer science knowledge and to meet a community of diverse programmers.

How You Can Help.

At HackHershey you can introduce your brand or products to the next generation of software architects, network engineers, and web developers. Get on-the-spot feedback for any products or campaigns from a group of enthusiastic high schoolers. Whether it be food, apps, or gadgets - students love to try it! Come to HackHershey for the exposure, stay for the fun!

The next page contains a list of sponsor benefits detailing all the exciting ways in which your company can be a part of HackHershey. If you're interested in sponsoring or have any questions, please email us at efox@hershey.k12.pa.us. We're eagerly awaiting for HackHershey this year, and we look forward to having you on board as a proud HackHershey sponsor!

Many thanks!
Chris Cronin, President
The HackHershey Team

Sponsorship Tiers

	Mega $500	Giga $1,000	Tera $3,000	Co-Host $5,000
General				
Opening Ceremony Recognition	X	X	X	X
Sponsor Table		X	X	X
Host a Workshop or Side Event			X	X
Bring an Overall Judge			X	X
Speak at Opening Ceremony			X	X
Branding				
Distribute Swag	X	X	X	X
Logo on Website	Small	Medium	Large	Huge
Logo on T-Shirt		X	X	X
Email Blast		X	X	X
Social Media Promotion			X	X
Sponsored Prize			X	X
Co-Host Status				X
Recruiting				
Receive Hackers' Resumes			X	X
Send Recruiters			X	X

*Co-Host is limited to one sponsor

Note: All packages are negotiable

Contact efox@hershey.k12.pa.us to discuss packages or sponsor meals

Appendix

Sponsor Benefits

Sponsor Table: Bring company reps to promote your company or new products and hand out swag! (Hackers love t-shirts!)

Workshop/Side Event: During HackHershey, host a workshop of your choice of participants to learn the basics of a new language, API, or whatever you want! Another option is to host a fun game or tournament, like Ping-Pong or Super Smash Bros.

Overall Judge: Your company will be able to send company representatives to judge the overall first, second, and third place hacks.

Speak at Opening Ceremony: Your company will have the opportunity to deliver a short presentation (up to 10 minutes) at HackHershey's opening ceremony. This can include anything about your company or products that you would like to present!

Sponsored Prize: Create a prize category of your choice and supply a prize for the winning team. Students will compete to create the best hack relating to your category. Example categories: Smart Home Solutions, Food Sustainability, or Internet Privacy.

Co-Host Status: Your company will be our headline sponsor and all HackHershey marketing will be ear tagged with your company name or logo.

Receive Hackers' Resumes: Your company will receive all appropriate information that hackers provide. This includes resumes, emails, Github pages, and personal websites.

Send Recruiters: Send company representative to find talented students for internship positions.