



HACKLONDON

## Sponsorship Packages 2016



KCL Tech Society



UCLU TechSoc



## HackLondon 2016 Sponsorship Packages

### What is HackLondon?

HackLondon is the UK's first collaboratively-organised university hackathon and is co-hosted by UCLU TechSoc and KCLTech. Returning for Major League Hacking's EU Spring 2016 Season, the event will take place over 24 hours on the weekend 27-28 February 2016.

With over 200 hackers expected to attend, we aim to bring students and recent graduates interested in technology from all over Europe together to learn, build and share.

Major League Hacking (MLH) is the official student hackathon league that spans across the United States, Canada, Mexico and Europe.

### Why should you sponsor HackLondon?

Sponsoring our hackathon will give you a priority reach to our technologically-skilled and enthusiastic audience, so our students will interact directly with your products, services (APIs) and mentors from your company.

Your company will be promoted via our social media and email channels; Overall reach includes more than 15,000 hackers and tech enthusiasts. In addition, our universities (University College London and King's College London) will be promoting this event to approximately 50,000 students.

HackLondon has also proved to be one of the most highly-anticipated student-run hackathons of the year. Last year, each batch of tickets sold out at a rate of one ticket every two seconds!

Press coverage of the event is highly likely, KCL Tech's HackKings event in 2014 was covered by the BBC.

Sponsors on our higher tiers will also receive an exclusive opportunity to network and meet with other HackLondon mentors, judges, and volunteers.



## HackLondon 2016 Sponsorship Packages

### Past Sponsors

This list is only a portion of the sponsors we've had in the past for HackLondon:

**ef.**

**JUST EAT**  
Order takeaway online

**pebble**

 SwiftKey

**KING'S**  
*College*  
**LONDON**



**stamplay**



**MLH**  
MAJOR LEAGUE HACKING





**Bloomberg**





  
DuckDuckGo



**STARTUP DAILY**

 NUKLIUS

 waffle

 hackcampus

 hackajob



## HackLondon 2016 Sponsorship Packages

### Sponsorship Packages

Interested in sponsoring? Please email us at [contact@hacklondon.org](mailto:contact@hacklondon.org) and let us know how you would like to sponsor us. We're definitely open to further discussion!

#### Startup Tier (startups only)

In return for £250,

- We'll add your logo to our website, as well as our opening / closing presentations.
- We'll allow you to bring in two mentors from your company to attend the whole event.
- You can present a prize at the event for the best use of your service / product / API.

#### Silver Tier

In return for £500 (or equivalent),

- We'll invite one mentor from your company to our Mentors' Dinner, which will take place one or two weeks prior to the event.
- Your logo will be featured on our website and in our opening and closing presentations.
- You will have 5 minutes to speak about company's product / service at the start of the event.
- We'll allow you to bring in two mentors from your company to attend the whole event.



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### Gold Tier

In return for £1500 (or equivalent),

- All Silver Tier perks.
- We'll print your logo on our merchandise (banner, tote bags, etc.)
- We'll add your logo to every weekly newsletter we send out.
- We'll promote your website, product or service in two of the HackLondon weekly newsletters.
- You can present a prize at the event for the best use of your service / product / API.
- We'll allow you to bring in three mentors from your company to attend the whole event.

### Platinum Tier

In return for £2500 (or equivalent),

- All Gold Tier perks.
- We'll host a mini-event in your company's name, which includes a prize we'll pay for.
- You can host a 20-minute workshop or talk about your service / product.
- You can nominate one person from your company to be a judge of the finalists.



## HackLondon 2016 Sponsorship Packages

### Diamond Tier

In return for £4500 (or equivalent),

- All Platinum Tier perks.
- Your logo will be featured on the top of the HackLondon website as a Partner, as well as in the sponsors section.
- Your logo will be featured on the KCL Tech and UCLU TechSoc websites as a partner until August 2016.
- Each society will run two events of your choice (from a list of possible events) for their respective members, to take place in your offices or in the respective university.

*< Scroll down to compare packages >*



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	Startup	Silver	Gold	Platinum	Diamond
<b>Logo Appearance</b>					
HL Website	★	★	★	★	★
HL Website as Partner					★
HL Opening & Closing Presentations	★	★	★	★	★
HL Swags			★	★	★
HL Newsletters <sup>1</sup>			★	★	★
<b>Mentors</b>					
No. of Mentors At Event	2	2	3	3	3
Mentors Dinner <sup>2</sup>		★	★	★	★
<b>Talks, Presentations and Prizes</b>					
Prize Presentation	★		★	★	★
5 Mins Talk at Opening Presentation		★	★	★	★
20 Mins API Workshop/Talk				★	★
Judging				★	★
<b>UCLU TechSoc and KCL Tech Benefits</b>					
Logo on Websites <sup>3</sup>					★
Two Events of Your Choice <sup>4</sup>					★

1. Website, product or service promoted in two weekly HL newsletters.
2. We'll invite two mentors (one mentor for silver sponsors) from your company to our Mentors' Dinner, which would take place one or two weeks before the event.
3. Your logo will be featured on the KCL Tech and UCLU TechSoc websites as a partner until August 2016.
4. Each society will run two events of your choice (from a list of possible events) for their respective members, to take place in your offices or in the respective university.



## GET IN TOUCH

Email [contact@hacklondon.org](mailto:contact@hacklondon.org)

Website [hacklondon.org](http://hacklondon.org)

Facebook [fb.com/hacklondonuk](https://fb.com/hacklondonuk)

Twitter [twitter.com/hacklondonuk](https://twitter.com/hacklondonuk)



KCL Tech Society



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