

HackMelbourne

Sponsorship prospectus

2023



About us

HackMelbourne is a student organisation centered around the hosting of hackathons. We aim to foster a vibrant technology scene in Australia by making the learning and application of technical skills accessible to students. As the importance of technological literacy increases, we believe that the ability to use a wide variety of technology to develop tangible projects in small teams is vital in empowering the leaders and innovators of the next generation. Therefore, we have created a platform for creative minds to gather, learn and develop through two iterations of our flagship hackathon Melbourne Hack and our unique educational series DecodED.

Why hackathons?

A hackathon is a design sprint-like competition, in which a team of programmers and others including designers and project managers collaborate intensively on creative technology projects. The event usually lasts 48 hours and includes a panel of experienced judges.

As a hackathon sponsor, you will be contributing to the development of the Australian technological sphere and get first-hand access to new and innovative talent.



"There's nothing quite like finishing a project at the end of a long 24-hour sprint. At the start you might be very new and not know the people you're teamed up with but the mutual struggle and guarantee of a finished product at the end is very worthwhile."

- Thomas Wang, Software Engineer at Real Time Agent, BSc (Computing and Software Systems) Class of 2017

HACKATHONS



Hackathons help foster competition and a love for software development by **gathering passionate students** from across the country for a **weekend of intense hacking**. The three days event will be held at the University of Melbourne Parkville campus. This will provide a great opportunity for the anticipated hundreds of attendees to put their skills and creativity to the test. The hackathon will be held in two iterations this year; the first is our flagship hackathon, and the second is Hackiethon. Hackiethon is our beginner-centric hackathon for people interested in tech. Students anxious about joining their first hackathon (or students from "unrelated" faculties) are encouraged to contribute their diverse knowledge while developing basic tech skills.



DECODED

We're passionate about providing **accessible tech education** to students from **all backgrounds and experiences**. Our boot-camp styled education program is tailored towards those with limited experience in software development and includes content that **complements traditional Computer Science education** taught at universities. Participants will not only be able to apply these new skills in hackathons but in the industry as well.

Some of our previous DecodED:

- DecodED 1.0: Creating a Full-stack "Friend Finding" Web Application with the MERN stack
- DecodED 2.0: Space Invaders with Pygame
- DecodED 3.0: Building Discord Bots using Discord.py



What is DecodED?

DecodED is an 8-week guided education program where you build a web application from start to finish

Join a team

Learn web development skills

Build a web application together

DECODED2

5 week Education Program

Starts 1st of September

Build a game with Python!

Live coding every Wednesday 6-7pm



DecodED 3

Lesson 1: Discord Bot Foundations

Join us **online or in person**

August 24th, 2022
2pm - 3pm



// Melbourne Hack 2022



2022

AT A GLANCE

Why sponsor us?

Based at the University of Melbourne, HackMelbourne's hackathons reach students from all across Australia

Get exclusive access to high calibre technology talent through club marketing, hackathon invitations and networking events

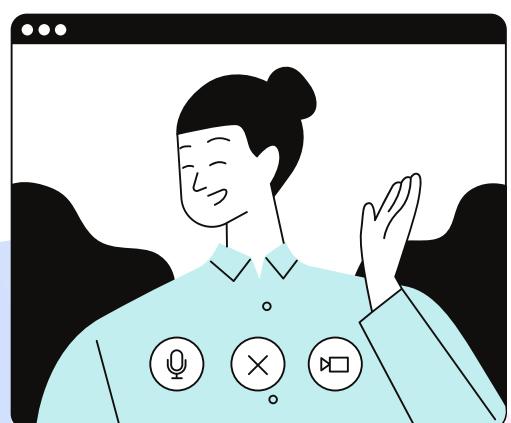
Connect and interact with students from a non-tech background who make up 45% of our club membership

2022 at a glance

500+ hackathon attendees

186+ DecodED participants

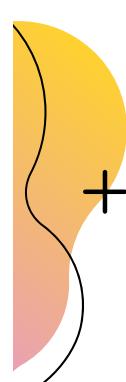
30000+ Facebook page reach



Sponsorship Packages

	Gold	Platinum	Diamond
General Marketing	✓	✓	✓
Melbourne Hack	✗	✓	✓
Extra perks	✗	✗	✓
	\$850	\$1500	\$1800

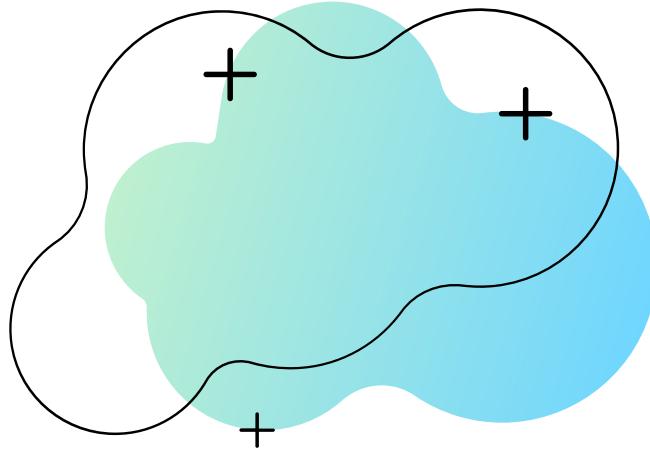
General Marketing



	Gold	Platinum	Diamond
Company logo on website	✓	✓	✓
Email marketing	✓	✓	✓
Social media marketing	✓	✓	✓
DecodED slides marketing	✗	✓	✓
Invitation to run workshops during the university semester	✗	✗	✓
Invitation to AGM	✗	✗	✓

Melbourne Hack

	Platinum	Diamond
Banner display & company table at event	✓	✓
Keynote speech	✓	✓
Mentor invitation	✓	✓
Permission to distribute merchandise and marketing materials	✓	✓
Judge invitation	✓	✓
Hackathon webpage & event page logo display	✓	✓
Company representative with unique sponsor tag in discord server	✓	✓
Access to resume base	✓	✓
Additional representatives	✓	✓
Facebook story takeover (1 hour)	✗	✓
One-on-one office hours	✗	✓
Interview opportunity with finalists	✗	✓
Additional benefits (e.g., workshops & prizes)	✗	✓



Contact us



sponsors@hack.melbourne



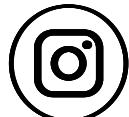
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