HackMelbourne

Sponsorship prospectus

2020

THE UNIVERSITY OF
MELBOURNE

HackMelbourne

About us

HackMelbourne is a student organisation centred around the hosting of hackathons and other programs. We aim to foster a vibrant technology scene in Australia by making the learning and application of technological 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 create through three key activities: Hackiethon, Melbourne Hack and 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

HACKIETHON

The rookie hackathon will provide students with a weekend of **practical development**, **workshops**, and **interactions with industry**. As part of our aim to make technology opportunities accessible to everyone regardless of their background, the rookie hackathon is targeted towards students of **limited skill levels** and experience, and those from **non-tech disciplines**.

MELBOURNE HACK

Our main hackathon, Melbourne Hack, helps foster competition and a love for software development by **gathering passionate students** from across the country for a **weekend of intense hacking**. The two-day event will be held on the University of Melbourne campus, and will provide a great opportunity for the anticipated 200 – 300 attendees to put their skills and creativity to the test.

DECODED

We're passionate about providing **accessible, tech education** to students from **all backgrounds and experiences**. Our 4-6 week bootcamp style education program is tailored towards those with limited experience in software development and includes content that **complements traditional Computer Science education** taught at universities. Students will then have the opportunity to apply these new skills in our Rookie Hackathon.

Why sponsor us?

Based at the University of Melbourne, HackMelbourne's hackathons reach students from all across Australia.
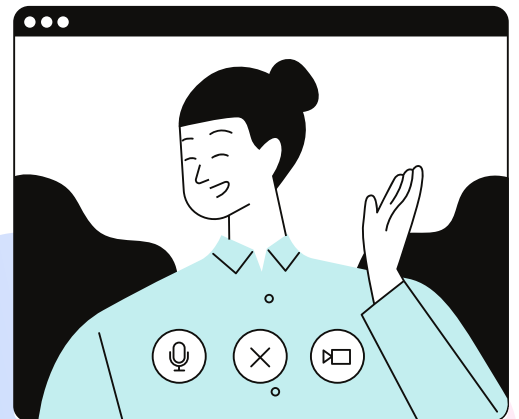
Contribute to the Australian technology space from the ground up by fostering a diverse and growing community of young technologists

Get all-year access to Software, Product and Design student talent

200+ workshop attendees

10,000+ total post reach on Facebook

45% of general members come from a non-tech background

Sponsorship Packages

	Tier 1	Tier 2	Tier 3	Tier 4
General	✓	✓	✓	✓
Hackiethon	✗	✓	✓	✓
Melbourne Hack	✗	✗	✓	✓
Extra Perks	✗	✗	✗	✓
	$650	$950	$1300	$1600

General Marketing

	Tier 1	Tier 2	Tier 3	Tier 4
Company logo on website	✓	✓	✓	✓
Social media marketing	✓	✓	✓	✓
Marketing opportunities on website	✓	✓	✓	✓
Email marketing	✓	✓	✓	✓
Sponsor introduction post on social media	✗	✗	✓	✓
Invitation to run a workshop during the university semester	✗	✗	✗	✓
Workshop slides marketing	✗	✗	✗	✓

Hackiethon

	Tier 2	Tier 3	Tier 4
Marketing			
Hackathon webpage logo display	✅	✅	✅
Event page logo display	✅	✅	✅
Digital swag bag	✅	✅	✅
Other			
Mentor invitation (2)	✅	✅	✅
Access to resume base & virtual networking	✅	✅	✅
Judge invitation	❌	✅	✅
Video feature on website	❌	✅	✅

Melbourne Hack

	Tier 3	Tier 4
Marketing		
Banner display & company table at event	✅	✅
Hackathon webpage & event page logo display	✅	✅
Permission to distribute merchandise	✅	✅
Logo on T-shirts	❌	✅
Other		
Mentor invitation (2)	✅	✅
Access to resume base & in-person networking	✅	✅
Judge invitation (1)	❌	✅
Keynote speech	❌	✅
Prizes and tracks named after company	❌	✅
Additional representatives (2)	❌	✅

COVID-19 WARRANTY

In the event of force majeure (e.g. large gatherings are prohibited due to COVID-19 restrictions from the Victorian government), HackMelbourne will host Melbourne Hack virtually. Under such circumstances, sponsors from Tiers 3 and 4 may choose a partial refund of 60% or a discount of 70% on sponsorship fees in the following year.
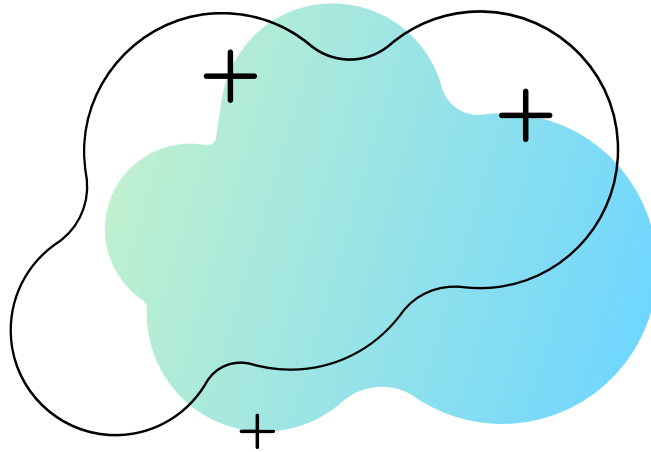
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