



Sponsor Packet

# What is HackNC?

Hello, and thank you for your interest in sponsoring HackNC 2018! Our organizers are hard at work to make sure that HackNC 2018 is the tastiest, biggest, and best executed hackathon in the south-east.

This year, we are holding HackNC the weekend of October 5th through 7th on the University of North Carolina at Chapel Hill's campus. We expect over 600 top students from colleges and universities across the nation to come and participate in a weekend full of hacking, learning, and fun! We look forward to your participation in making the sixth annual HackNC a reality.

This document is designed to communicate the "What?", "Why?", and "How?" of HackNC. The rest of this page helps explain a little about HackNC before the next page plunges into explaining what HackNC can do for your organization. If you would like to skip to the sponsorship tiers breakdown, the final page shows the table of our sponsorship options and what perks are provided at each level. If you have any questions or would like to customize your own package, please do not hesitate to reach out to us - we will do our best to make things work. We thank you again for your support and interest, and we look forward to seeing you at HackNC!

## What is a hackathon?

We will let MLH, one of our long-time sponsors, explain:

"A hackathon is best described as an "invention marathon". Anyone who has an interest in technology attends a hackathon to learn, build & share their creations over the course of a weekend in a relaxed and welcoming atmosphere...."

HackNC can be broken down into three main activities: learning, support, and competition. Our core 24-hour software development challenge encourages each participant to think outside the box while we enable them to realize their vision. Alongside this, our multitude of workshops, demos, and tech talks try to reach every attendee across the spectrum - from newcomer to veteran. And all this takes place while our lauded support team provides food, hardware, and mentoring for all participants.

# What makes HackNC different?

We hope that you not only enjoy your experience at HackNC, but that you also are able to leverage your position as a sponsor effectively for your organization. For 24 hours straight, you will have access to some of the brightest technical talent in the nation. Additionally, as a beginner-friendly hackathon, HackNC attracts not only top students from computer science, but also those excelling in other fields. This provides a variety of opportunities for you as a sponsor:

**Recruiting:** With so many top attendees, HackNC offers a myriad of options for recruiting. All sponsors get a complete set of attendee résumés and the opportunity to bring recruiters. However, if your organization has enough resources to sponsor at a higher level, we can even deliver resumes in advance and help arrange interviews during HackNC! Regardless, we recommend bringing along at least one knowledgeable and technical engineering mentor to make a strong, positive first impression on hackers.

**Branding:** If building brand recognition is something your company is interested in, we cannot stress enough the power of awesome swag at HackNC! Through handing out T-shirts, stickers, or any other kind of swag, you can turn our 700+ attendees and dozens of volunteers into walking billboards for your company. Other giveaways popular with attendees include drawstring bags, sunglasses, pens, blankets, and water bottles. The opportunity to put your logo in the hands of some of the top students from campuses all across the US provides a convenient and centralized path to build your brand among influential students in technology.

**Advertising:** When hackers are looking for an API, a cloud hosting platform, a framework, or a piece of hardware to aid in the building of a hack, they will most likely use the product that is most familiar and accessible. In the context of a hackathon, this could be the product that your company demos at the opening ceremony! Offering hardware or free trials of enterprise level software is a great way to get hackers interested in your company and your product. Plus, if they have a positive experience with your product, they are more likely to purchase or recommend your product in the future.

**Evangelism:** Wikipedia defines a technology evangelist as “a person who builds a critical mass of support for a technology, and then establishes it as a technical standard.” An evangelist promotes the use of said technology through demos, talks, and sample projects. What better environment than a hackathon with hundreds of technical minds excited to learn about new products or technologies?

# Sponsorship Tiers

	Bronze	Silver	Gold	Diamond	Platinum
	\$1000	\$3,000	\$5,000	\$10,000	\$20,000
Company booth	1 Table <sup>1</sup>	1 Table	1 Table	2 Tables	Unlimited <sup>1</sup>
Receive résumés	After Event	1 Day Before	3 Days Before	5 Days Before	Immediately <sup>6</sup>
Distribute swag	x	x	x	x	x
Logo on website	x	x	x	x	x
Access to sponsor lounge	x	x	x	x	x
Present workshops (1hr)		1 Max	2 Max	3 Max	5 Max
Present tech talk (30m)		x	x	x	x
General prize <sup>2</sup>		x	x	x	x
Logo on t-shirt		x	x	x	x
Opening ceremony time			3m	10m	20m
Receive pre-screened resumes			x	x	x
Company prize <sup>3</sup>			x	x	x
Corporate Partners Program included <sup>4</sup>				x	x
Public branded lounge				x	x
Hold interviews on site				x	x
Title Sponsor <sup>5</sup>					x
Personal day-of coordinator					x
Negotiable extras					x

1. Subject to availability

2. Judged by HackNC team on success in a general category

3. Judged by sponsor with competitors using specific product/service

4. Read more here: <http://cs.unc.edu/partners/benefits-of-partnership>

5. Central booth location and prominent brand placement

6. Resumes of all applicants will be sent within 72 hours of full receipt by the HackNC Team



If you have any questions about the information contained in this packet, or about anything related to HackNC, we hope you will reach out to us at [sponsor@hacknc.com](mailto:sponsor@hacknc.com). We look forward to hearing from you, and we hope to see you at HackNC 2018!

*Thanks for all  
your support!*

*- the HackNC 2018 Team*

