

HackSC

UNIVERSITY OF SOUTHERN CALIFORNIA
OFFICIAL HACKATHON × FALL 2017

**Startup
Sponsorship
Guide**



Welcome to the City of Angels,

Sept 29th
to Oct 1st

where millions of artists and technologists chase their dreams. Whether you're wandering under skyscrapers, indulging in fusion cuisines, or catching the sunset on Venice Beach, a staccato of palm trees reminds you that you are in LA: the intersection of culture, ideas, and innovation.

This year, we are reimagining HackSC to be a tribute to our incredible city. We are building an immersive experience to inspire hackers based around 3 topics that make Los Angeles unique.

1. LA is the entertainment capital of the world, exploding with art in every medium.
2. An active-lifestyle culture flourishes within fantastic public parks and under constant beautiful weather.
3. The city seeks to innovate upon its current infrastructure to push LA's public systems into the future.

With your help, we are confident that any hacker can innovate within these three expansive categories, and spend 36 hours building hacks that captures what has made Los Angeles one of the fastest growing and most diverse cities in the world.

A core focus of HackSC 2017 is to provide an equal value to both our attendees and our corporate partners. We want to make sure, that every dollar you sponsor not only goes towards enriching the hackathon experience, but provides immense value to your company. HackSC 2017 aims to:

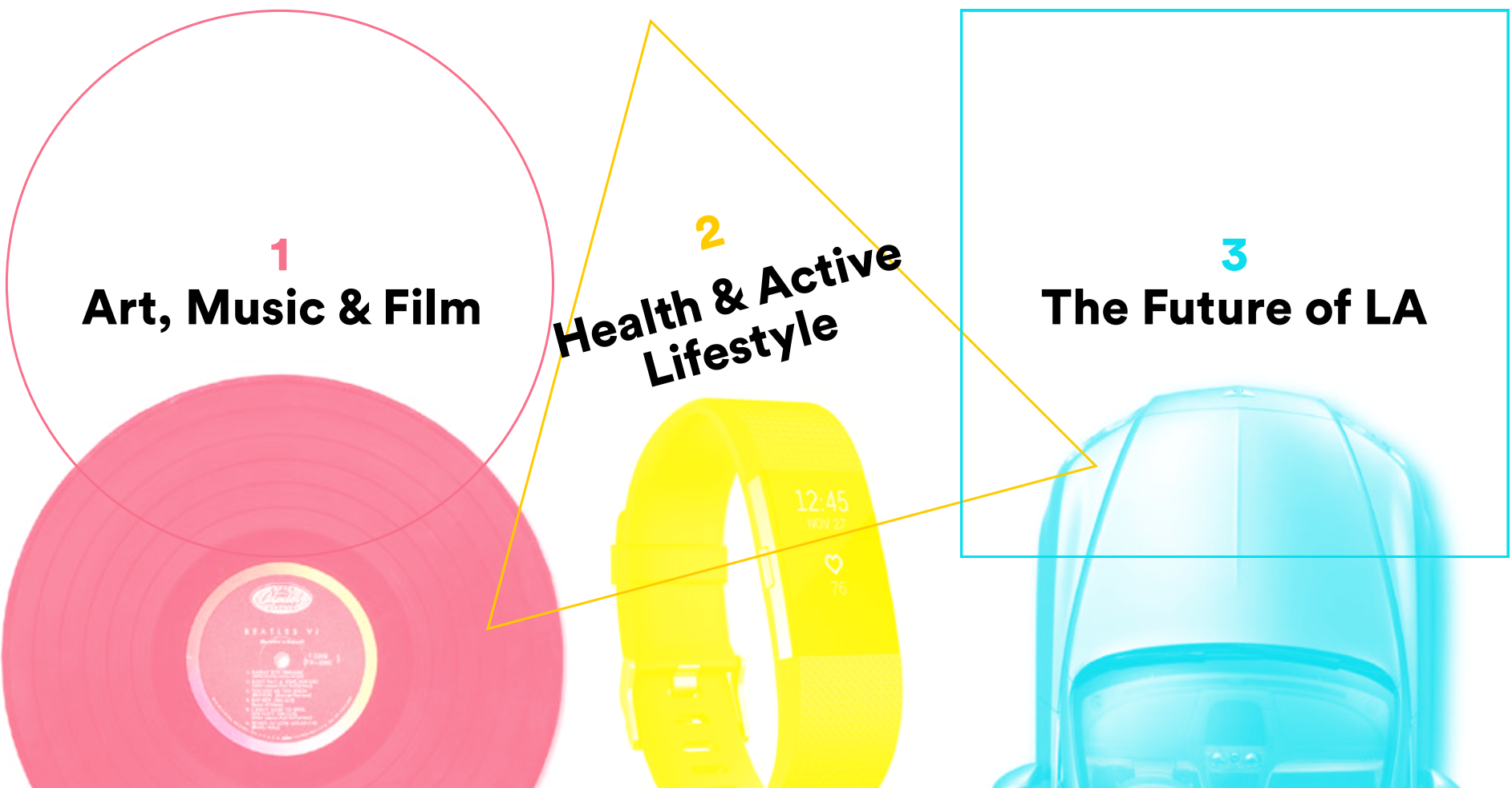
1. Help evangelize your company's mission into the projects that students build
2. Aid your recruitment process by bringing together a pool of the most talented developers, designers, and creators
3. Facilitate your direct mentorship and impact for 1,000 students; inspire them to innovate and think outside of the stereotyped silicon-valley framework
4. Provide 24hr access to a dedicated support team and concierge to address any need or concern you may have during the weekend
5. Watch as your technology and company values are implemented into interesting hackathon projects

Let's work together to build a new kind of hackathon, driven by mission, and focused on multidisciplinary talent.

1 Art, Music & Film

2 Health & Active Lifestyle

3 The Future of LA



HackSC 2017

1000 Students

36 Hours

Opening Keynote

HackSC seeks to inspire our hackers with a keynote address that emphasizes exploration and creativity. The opening ceremony keynote will have the highest visibility for all attendees. You are invited to send top executives representing your company to contribute to the keynote, either as a single speaker or part of a panel.

SCeminars [sem-uh-nahr]

Our SCeminars are 1-hour speaking engagements, concurrent with the period of hacking, in the form of fireside chats, QA panels, and non-technical lectures. You are invited to send representatives to host a SCeminar on a topic of choice.

HackSchool [hak-skool]

HackSchool is a series of 2-hour technical workshops, both prior to and concurrent with the period of hacking. We invite you to send your best engineers to host workshops featuring company-specific products or technologies related to your company verticals. Sending additional mentors are recommended to support hackers intending to incorporate your technologies in their hacks!

Mentoring

Our hackers need your help to successfully prototype their ideas. Companies are invited to send engineers and technical evangelists to field technical questions regarding your technology or general concepts, such as iOS mobile development, for the entire duration of the hacking period. Sending mentors is highly recommended if your company is hosting a HackSchool.

Booths & Demos

Each company is provided a booth to network with hackers and distribute promotional material. HackSC wants to expose our hackers to the most exciting and cutting edge of industry technology. Your company is invited to showcase and demonstrate technology unique to your organization at your booth.

Midnight Career Fair

HackSC is committed to connecting exceptional students to professional opportunities in the industry. Our Career Fair will take place Saturday evening. Companies are invited to send recruiters to network with our students, and will be provided a packet of all hackers' resumes.

Mission-driven Prizes

HackSC seeks to award hackers who demonstrate thoughtfulness and willingness to experiment. You are invited to sponsor prizes representing your company. We will help you craft the prize descriptions to be mission-driven rather than API-specific. Sponsoring prizes entails awarding tech or cash to each team member of the winning team in your category. Teams are limited to four individuals. It is recommended to send representatives as judges for your prizes.

Expo & Judging

HackSC is focused on guiding the innovation process from start to finish. A large part of that is thoughtful evaluation from individuals with a variety of backgrounds. We invite you to send engineers, product managers, and executives, to evaluate our final projects during the Project Expo and Closing Ceremony.

Interested in contributing to HackSC in a new, interesting way not already listed above? Let us know. We are creating an event that breaks boundaries, we can't wait to work with you!

Sponsorship *a la Carte*



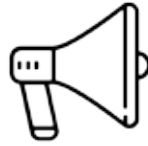
Branding

Medium-sized logo on website and t-shirt
Add brand items into HackSC **swag bag**

basic \$1,000

Large logo on website and t-shirt
2 minutes during opening Keynote address
Host a pre-hackathon **SCeminar** (pg.2)

full \$3,000



Product Exposure

Distribute or loan products, APIs, and tools for hacking
Send **technical** mentors

basic \$1,000

Reserve medium company space for 5-10 hackers
Host a pre-hackathon "**HackSchool**" workshop on product

full \$3,000



Recruiting

Distribute recruiting materials at table
Receive **resume packet**
Send 2 recruiters

basic \$2,000

Send any number of recruiters
Host booth at late night **career fair**
Host social, networking, or professional events

full \$5,000

Sponsor All: \$11,000

(invest \$11 per hacker)

If you are a non-profit or early startup, we are happy to further accomodate for your budget. Just let us know.

Automatically included for all sponsors:

- (Small) logo on website
- **Company table/booth**
- Ability to send technical mentors
- Judge final projects
- **Announce and distribute prizes**

Sponsors who contribute \$11,000

will be recognized during keynotes and receive a post-event impact report.

Want to further customize your package?

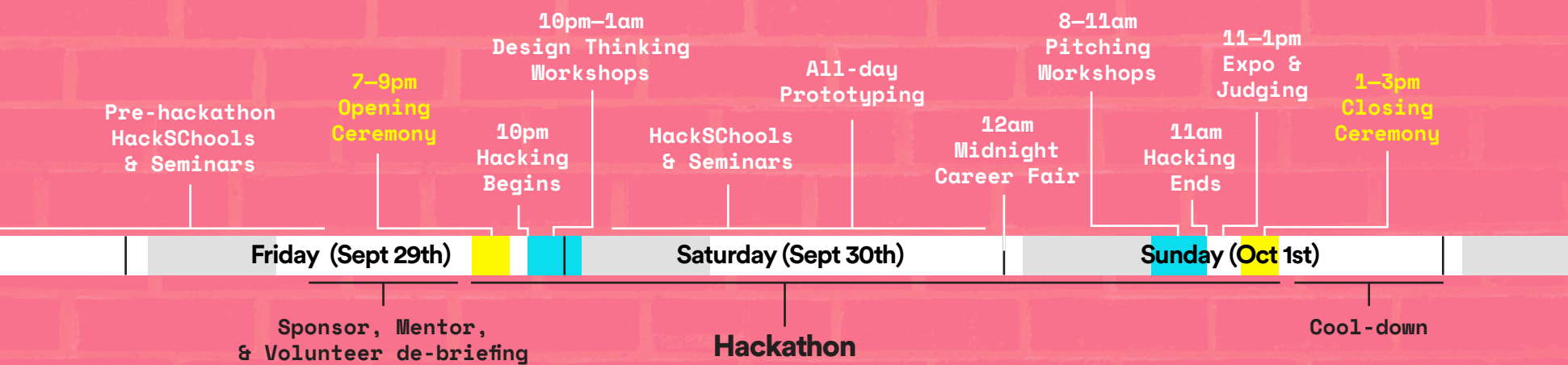
Please feel free to reach out to use if these packages don't work for your organization. We want you to be a part of HackSC and will work with you to find a suitable package. (Ask us about add-ons.)

What's Next

This packet is just meant to serve as a framework to partner with HackSC. Please reach out to us if you need any more information or if you'd like to talk more about ways to get involved at

sponsor@hacksc.com

We look forward to working with you!



See you at HackSC 2017!

HACK ON!

