

# HackSC

UNIVERSITY OF SOUTHERN CALIFORNIA  
OFFICIAL HACKATHON × FALL 2017

**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:

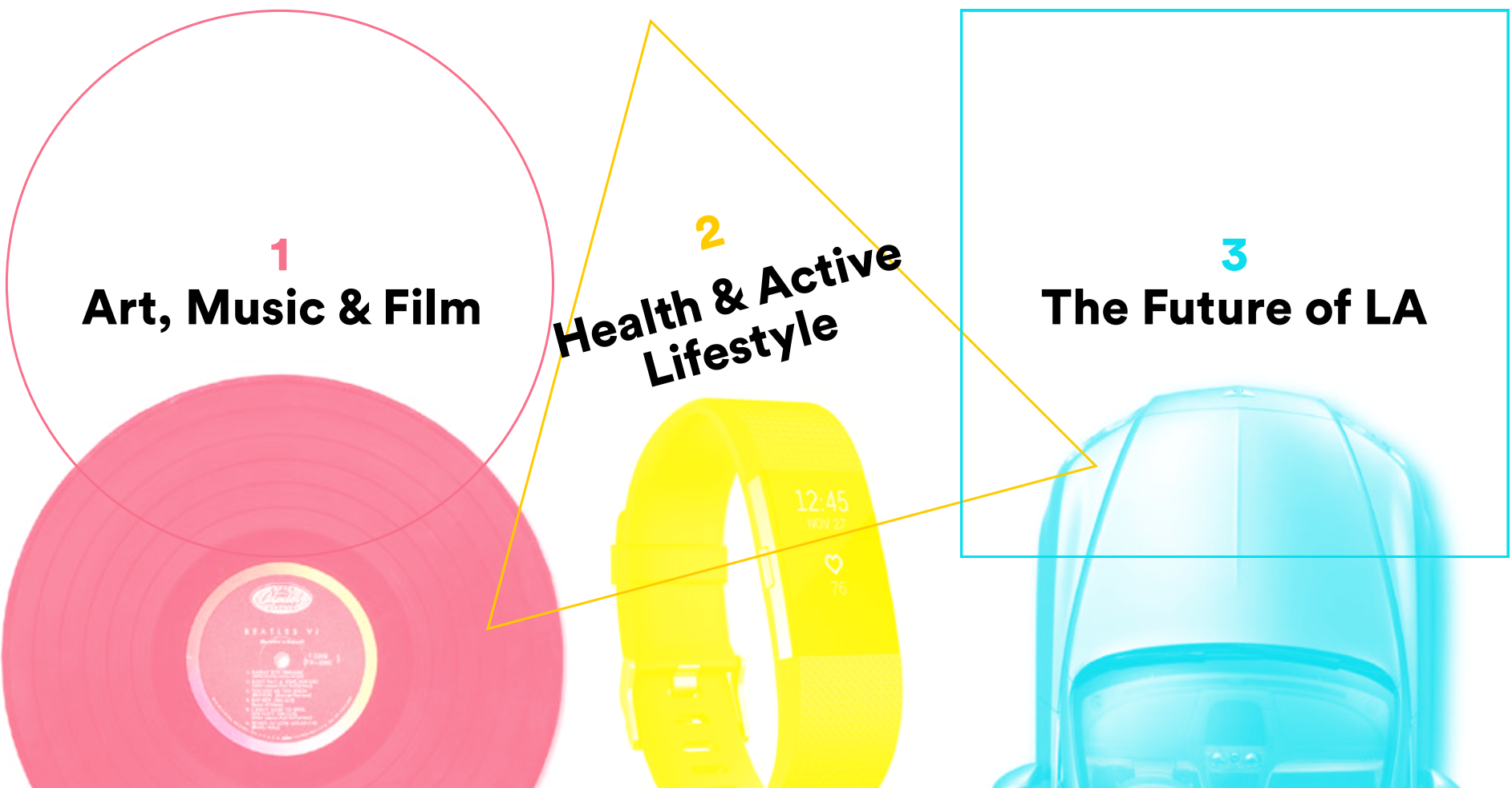
1. Help evangelize your company's mission into the projects that students build
2. Aid your recruitment process by bringing together a pool of the most talented developers, designers, and creators
3. Facilitate your direct mentorship and impact for 1,000 students; inspire them to innovate and think outside 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



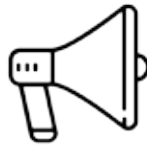


Interested in contributing to HackSC in a new, interesting way not already listed above? Let us know. We are creating an event that breaks boundaries, we can't wait to work with you!

# Sponsorship *Tiers*



## Branding



## Product Exposure



## Recruiting

	<p>Medium-sized logo on website and t-shirt</p> <p>Add brand items into HackSC <b>swag bag</b></p> <p>Social media shoutout</p>	<p>Distribute or loan products, APIs, and tools for hacking</p> <p>Send <b>technical mentors</b></p> <p>Reserve medium company space for 5-10 hackers</p>	<p>Distribute recruiting materials at table</p> <p>Receive <b>resume packet</b></p> <p>Send 2 recruiters</p>	<p><b><u>Tirebiter</u></b></p> <p><b>\$10,000</b></p>
	<p>Large logo on website and t-shirt</p> <p>2 minutes during opening Keynote address</p> <p>Host a <b>SCeminar</b> (pg.2)</p>	<p>Reserve large company space for 10-15 hackers</p> <p>Host a "<b>HackSchool</b>" workshop on product</p>	<p>Send any number of recruiters</p> <p>Host booth at late night <b>career fair</b></p> <p>Host social, networking, or professional events</p>	<p><b><u>Traveler</u></b></p> <p><b>\$20,000</b></p>
	<p>X-large logo on website and t-shirt</p> <p><b>5 minutes</b> at opening or closing ceremonies</p>	<p>Reserve company lounge area for 20-30 hackers</p> <p>Technology demo during opening ceremony</p> <p><b>Sponsor a grand prize</b></p>	<p>Early access to resumes</p> <p>Unique email sent to hackers for recruiting</p> <p><b>Reach out to grand prize winners directly</b></p>	<p><b><u>Trojan</u></b></p> <p><b>\$30,000</b></p>
	<p><b>Co-host HackSC</b></p> <p>15 minute Keynote</p>			<p><b><u>Co-host</u></b></p> <p><b>min bid \$40,000</b></p>

### Automatically included for all sponsors:

- Logo on website
- **Company table/booth**
- Ability to send technical mentors
- Judge final projects
- **Announce and distribute prizes**
- Be recognized during closing
- Receive a post-event impact report.

### Interested in Co-hosting HackSC?

HackSC will be branded with your company logo as the primary partner. Minimum bid begins at \$40,000.

Please reach out to us if you want to further customize your package. We are more than happy to accommodate!

	<p>Sponsor a meal or late-night snack (\$5/hacker)</p> <p><b>\$5,000</b></p>	<p>Sponsor reliable, hi-speed wi-fi.</p> <p><b>\$5,000</b></p>	<p>Sponsor transportation (50 hackers, round trip)</p> <p><b>\$5,000</b></p>	<p><b><u>Add-ons</u></b></p>
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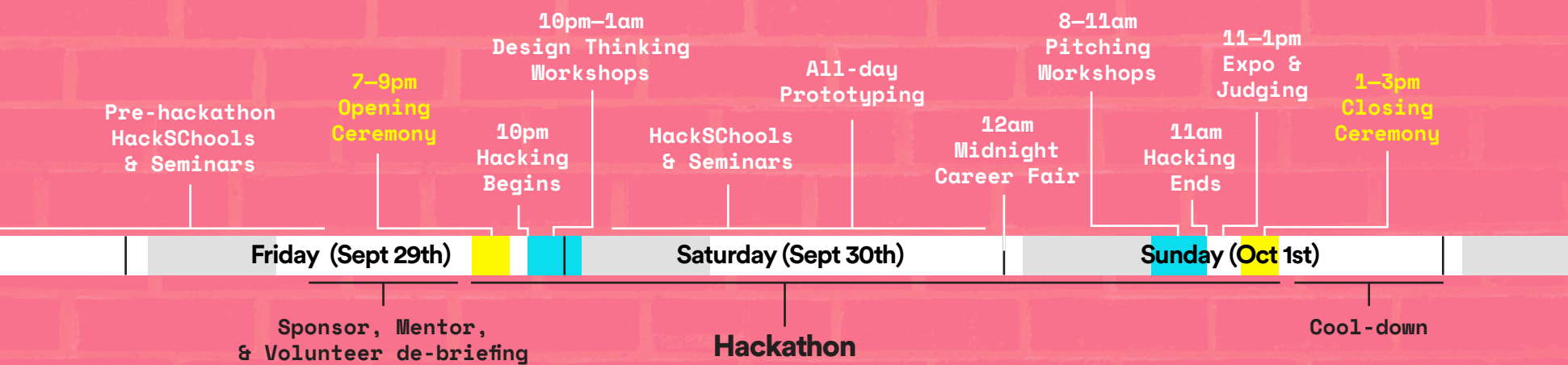


## What's Next

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](mailto:sponsor@hacksc.com)

We look forward to working with you!



# See you at HackSC 2017!

HACK ON!

