



WORLD'S LARGEST EDUCATION HACKATHON

Sponsorship

Overview



Many people are frustrated with our current education system, and HackingEDU is empowering students to step up and make a difference. This fall, over 1000 hackers will battle for 36 hours to create revolutionary products that will redefine the education system. We are providing the launchpad for students to invent the future of education and reinstate a new code for education practices.

Why We Are Different

HackingEDU was brought to life when a group of 11 Google Student Ambassadors were asked to hold small events at each of their respective universities, but instead, they dreamed of something much bigger. We are bringing together students from all across the west coast and inspiring them to change the world. At most hackathons, students have trouble coming up with meaningful ideas. At HackingEDU, students come because they want to revolutionize education. This massive collaboration of ideas and implementation will bring about change to the education system as a whole.

Our team has a proven track record, having coordinated other hackathons such as HackSC, Davis Hacks, and Cal Hacks. We have a dedicated core team that spans over 11 universities and more than 20 other key members, so you can be confident that the hackathon will run smoothly and solidify its place as one of the most elite hackathons in the nation.

Participating Schools



Benefits of Sponsoring



HackingEDU provides a great opportunity for your company to be highlighted at the national stage, establish sustainable connections with multiple universities at once, and tap into the pool of up-and coming tech talent.

As a Sponsor You Will Be Able to:

- ⌚ Recruit from the top collegiate developers out of Silicon Valley and across the entire West Coast
- ⌚ Demo your APIs and tools to developers and discover innovative ways in which they are used
- ⌚ Promote your brand and technology to thousands of tech enthusiasts and influencers
- ⌚ Mentor and assist developers with their hacking projects
- ⌚ Integrate your products into the next generation of programmers' creations
- ⌚ Get in-depth feedback on developers' skills & interest levels at HackingEDU Training Day
- ⌚ Support the open source community

What Your Sponsorship Helps With

Transportation

Top students from all over California and the West Coast want to attend HackingEDU, so we are providing shuttles from our partner schools, free of charge.

Food/Drinks

With over a thousand students attending HackingEDU for 2 days, we will need to provide full meals, an abundant amount of snacks, and favorite drinks to keep attendees energized, healthy, and hacking throughout the event.

Venue

We need a very large venue for the entire duration of the event, which includes additional costs for after-hours use. Also, providing solid Wi-Fi for all attendees is one of our top priorities, but is also a major cost.

Prizes

In addition to branded and category prizes, we aim to give out over \$20k in cash prizes. All branded prizes are included in the sponsorship tiers and are a great way to encourage students to develop their projects using your API.

Open Source

Change is our goal, but advocating the Open Source community is also something essential to us. With your help, students can build projects that will contribute to the greater good; pushing not only students but the whole education sector forward as well.

If your company would like to sponsor a specific bus, food items, supply hardware or host the hackathon at your venue, please [let us know](#) and we can discuss the possibility.

HackingEDU Training Day



In mid-April, we will be hosting a pre-hackathon *event* full of workshops & hands-on-trainings hosted by participating sponsors. For an entire day, companies will be able to help students master the tools they will need to take their skills to the next level. This event will give sponsors a unique chance to show off their APIs and platforms to the very developers that will be competing in the hackathon itself. We call it HackingEDU Training Day.

Not only will you give hundreds of skilled users experience with your solutions, you will also develop an in-depth understanding of how people really use your product through short surveys given during the workshops as well as at attendee sign in. In addition, you discover what tools programmers are currently using and where their actual skill levels are with various technologies. Best of all, the sessions will be recorded and made available as a webinar series for all hackathon attendees, so the reach will extend far beyond the event itself. Send in your best mentors, teachers, and techies to teach people what they really want to learn, because students are already lining up.

Benefits of Training Day

- ⌚ Market your API/platform to hundreds of developers
- ⌚ Create brand loyalists that will use your tools at HackingEDU and future projects
- ⌚ Host hands-on workshops that will also be recorded as a webinar series
- ⌚ Measure skill levels of developers on specific parts of your API via a survey
- ⌚ Find out where students struggle and excel with your API via a survey
- ⌚ Give back to the community and support future developers



Freshman	Sophomore	Junior	Senior	Masters	Doctorate
\$2.5K	\$7.5K	\$12K	\$20K	\$35K	\$50K
			(limit 4)	(limit 2)	(Minimum Bid)

Training Day

Can distribute company swag		✓	✓	✓	✓	✓
Recruiters at event		1	2	3	4	5
Hands On Workshops			✓	✓	✓	✓
Placement of company banners				✓	✓	✓
2 Survey questions at sign in booth					✓	✓
Private room during the entire event						✓

We are offering a limited number of sponsorships specifically for small startups.

Email us at sponsor@hackingedu.co for additional information.



Freshman \$2.5K Sophomore \$7.5K Junior \$12K Senior \$20K Masters \$35K Doctorate \$50K

(limit 4)

(limit 2)

(Minimum Bid)

General

Mentors/Engineers at HackingEDU	✓	✓	✓	✓	✓	✓
Reserved Company Table		✓	✓	✓	✓	✓
Judging Spot for HackingEDU Prizes			✓	✓	✓	✓
Custom Branded Prize			\$1000	\$2000	\$3500	\$4000
Tech Talk during the Hackathon			30 minute	1 hour	Keynote	Keynote
Pre-hackathon API Demo				✓	✓	✓
Sponsored Meal				✓	✓	✓
Can add perks (office visit, etc.) to top prizes					✓	✓
Talk at Opening Ceremony					5 minute	10 minute
Talk at Closing Ceremony					3 minute	5 minute
2 Custom Questions on Signup Form						✓

Recruiting

Recruiters at HackingEDU	1	2	3	5	8	12
Access to attendee profiles after event		✓	✓	✓	✓	✓
Early access to participant info				✓	✓	✓
Private interview location				4 hours	Unlimited	Unlimited

Branding

Thanked at kickoff demos	✓	✓	✓	✓	✓	✓
Logo Placement	Website	Website, T-Shirt	Website, T-Shirt, Swag	Website, T-Shirt, Swag	Website, T-Shirt, Swag, Social Media	Website, T-Shirt, Swag, Social Media
Can distribute company swag	✓	✓	✓	✓	✓	✓
Placement of company banners			✓	✓	✓	✓
Swag in swag bags			✓	✓	✓	✓
Sponsored activities (raffles, etc.)				✓	✓	✓
Pre-Hackathon Social Media Post				✓	✓	✓
Company branded <i>email</i>					1	2
Mobile/push notifications during event						1
HackingEDU Co-Hosted By You						✓

We have special options for VCs, incubators, API companies, and food vendors. Please [contact us](#) for more details.

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Thank you for your Support!