



hack the hill

SPONSORSHIP PACKAGE

FEB 02-04
2024

Hybrid @ uOttawa
hackthehill.com
sponsorship@hackthehill.com



General Information

About Us

Hack the Hill is the capital's largest hackathon brought to you for the second time by uOttawa's IEEE, CSSA, SESA, ESS, WIE, UOCS Club, UOGD Club, Carleton's IEEE and SCESoc. This collaboration between the largest student bodies at uOttawa and Carleton will present hackers across North America with the opportunity to display their talents in one of the three themes being offered; general software, game jam, and hardware hacks. From February 2, 2024, to February 4, 2024, over 1,000 participants will converge to connect with like-minded individuals within the industry.

Hack the Hill I Stats

600+
HACKERS

1250+
APPLICANTS

\$60K+
FUNDING RAISED

10+
COLLABORATORS

70+
ORGANIZERS

10+
SPONSORS



General Information

Why Sponsor

Recruitment

- Sponsors will be introduced to 1,000+ passionate students who are eager to develop exciting technical projects and become familiar with the industry.
- Sponsors can reach out to not only students graduating soon but also invest in younger students and foster a relationship early with them.
- Hack the Hill will be holding an in-person career fair in collaboration with several associations at uOttawa (IEEE, CSSA, ESS, SESA, WIE, UOCS and UOGD) and at Carleton (IEEE and SCESoc) for the participating companies. This provides an exceptional opportunity to recruit from a talented student audience.

Promotions

- Hack the Hill will allow sponsors to feature any new products/APIs which the hackers may use to innovate solutions.
- All sponsors will be featured on our website, social media, and merch which will be visible and distributed to all participants.
- Prime Minister-level sponsors will also be able to reach out to our participants prior to the event via email to build anticipation.



Sponsorship Tiers

	MAYOR \$2,500	PREMIER \$5,000	GOVERNOR \$7,500	PRIME MINISTER \$10,000
GENERAL				
Banner at Hack the Hill II	✓	✓	✓	✓
Track the Hack ¹	✓	✓	✓	✓
Sponsor Booth	1 Day	1 Day	2 Days	2 Days
Sponsor Lounge	-	-	✓	✓
Workshop	-	-	✓	✓
Sponsor Hosted Challenge	-	✓	✓	✓
Opening/Closing Ceremony	4th Priority	3rd Priority	2nd Priority	1st Priority
Announcement of Winners	-	3rd Priority	2nd Priority	1st Priority
Pre-Hackathon Event	-	-	-	✓
RECRUITMENT				
Recruiters/Mentors	1 Person/Day	2 People/Day	3 People/Day	4 People/Day
Attendee Resumes	During	3 Days Before	3 Days Before	After Registration Closes
Organizer Resumes	-	✓	✓	✓
Attendee Statistical Data	-	-	-	✓
Multiple Tracker Accounts	-	-	-	✓
Interview Room	-	-	-	✓
EXCLUSIVE GALA²				
Number of Cards	-	-	2	5

¹ **Track the Hack** is Hack the Hill's very own event tracker app. Each hacker is required to sign up to the app in order to check-in to the hackathon. In the app, hackers can view the event schedule, resources, and sponsor panels.

² The **Exclusive Gala** is an event held at the end of the first full day, where recruiters can network with select hackers by distributing special H-Cards.

Sponsorship Tiers

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PROMOTIONS				
Banner/Website/Shirt Logo	Small	Medium	Large	Extra Large
Distribute Promo Items	Self Distribution	Self Distribution	Single HtH Kit	Multiple HtH Kits
Social Media Outreach	Story Highlight	Single Post	Carousel Post	Product/Event Reel + Carousel
Email Outreach	-	-	-	Logo in HtH Emails
Podcast Episode	-	-	✓	✓
Sponsored Snack	-	✓	-	✓
Sponsored Meal	-	-	✓	✓
Name a Hacking Room	-	-	-	✓
Promo Items in Gift Bags	1 Item	1 Item	2 Items	2 Items
Bring Your Own Mascot	-	-	✓	✓
Promo Page on Website	-	-	-	✓
JUDGING				
Delegate on Judging Panel	-	Up to 1	Up to 2	Up to 3
Sponsor Awarded Prizes	-	✓	✓	✓
HtH Awarded Prizes	-	-	-	✓

Frequently Asked Questions

What does sponsoring a challenge mean?

Sponsors are able to provide a “challenge” which is a problem that hackers are supposed to solve using their technical skills. The solution to the problem can include the use of a sponsor’s product/API. This year sponsors will be asked to revolve their challenges around the 3 general themes at Hack the Hill; general software, game jam, and hardware hacks.

What is the purpose of an interview room?

An interview room will allow sponsors to recreate the environment of a typical hiring interview that takes place one on one. Sponsors will have the chance to meet some of the top recruits in the industry. The interview room will provide all the benefits of an actual interview without the pressure of a formal environment.

What are workshops?

Workshops at Hack the Hill will be versatile and multipurpose in nature. They can be technical and of a knowledge-share style. They may also be a recreational activity that is meant to engage hackers and refresh them.

Contact Info

In-Kind Sponsorships

- Looking to promote your company in a different way? You can do so by sponsoring food/drinks, prizes, or more!
- If you have any questions or would like to discuss a customized sponsorship package or an in-kind sponsorship, please reach out to us at sponsorship@hackthehill.com



- 🌐 **Website:** hackthehill.com
- ✉️ **Email:** sponsorship@hackthehill.com
- 📷 **Instagram:** [instagram.com/hackthehill](https://www.instagram.com/hackthehill)
- 🐦 **Twitter:** [@twitter.com/hackthehill_](https://twitter.com/hackthehill_)
- FACEBOOK: facebook.com/canadascapitalhackathon
- LinkedIn: linkedin.com/company/hackthehill
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