



## Tech Retreat

<http://techretreat.ca>  
[hello@techretreat.ca](mailto:hello@techretreat.ca)

—  
Saturday, August 15  
9AM – 8PM

## Dear potential sponsor,

**Tech Retreat** is a student-led initiative designed to inspire high school students from all backgrounds for a future in technology related fields. On Saturday, August 15, 2015, 120 high school students from across Southern Ontario will descend upon the University of Waterloo to build creative software and hardware applications. The more experienced students will participate in the hackathon and compete to create the most innovative technological application. The rest will participate in the learnathon and discover the beauty of programming.

## Why You Should Sponsor

### BRANDING

At Tech Retreat, students see your company's name front and center. We offer many branding opportunities for your company to present itself to the next generation.

### PRODUCT TESTING

The key demographic of high school students in southern Ontario will test your company's product. Your company will gain valuable insights for product validation and improvement.

### SALES

At Tech Retreat, students will be inspired to program the coolest hardware and gain full access to the best software. This presents a prime opportunity for your company to offer discount codes and gain additional sales from an budding demographic.

### RECRUITMENT

Tech Retreat will bring together the most ambitious high school students from across southern Ontario. Many of these students will have experience working on interesting side projects. We provide the marquee platform for your company to be on their radar when looking for employment.

### USE OF MONEY

Sponsorship funds will go towards bringing the best programming experience to high school students. The money will mostly be used to cover food, swag, and prizes for students (around \$7500). We will also be providing food and t-shirts for volunteers (around \$2000). The rest of the money will be used to cover our fees due to logistics and marketing, such as promotional material (around \$2000).

## Sponsorship Tiers

	<b>BRONZE</b> \$500+	<b>SILVER</b> \$1000+ (5 available)	<b>GOLD</b> \$2000+ (2 available)
<b>BRANDING</b>			
Logo on website	•	•	•
May distribute swag	•	•	•
Banners near table	•	•	•
Sponsor prize		•	•
Speech at awards (elevator pitch)			•
Sponsor 1 of 2 meals			•
<b>PRODUCT AND OUTREACH</b>			
Mentors / recruiters on site	1	1	2
Sponsorship table	•	•	•
Company intro (1 min)		•	•
Lightning Talk (5 mins)			•
<b>RECRUITING</b>			
Distribute recruiting material	•	•	•
Priority booth location			•

Contact us at [hello@techretreat.ca](mailto:hello@techretreat.ca)