# Tech Retreat

http://techretreat.ca
hello@techretreat.ca

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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 with technology. On Saturday, August 15, 2015, a total of 120 high school students from across Southern Ontario will gather at the University of Waterloo to build creative software and hardware applications. Students with sufficient coding experience will participate in the hackathon and compete to create the most innovative and technological application. The rest will participate in the learnathon and discover the beauty of programming.

## Why You Should Sponsor

**PURPOSE**

Tech Retreat is designed to inspire a new generation of youth and expose them to tech culture. We want a variety of companies with diverse backgrounds to represent the industry and share their knowledge and experience with the students. Your support for Tech Retreat will help ensure that more students have the opportunity to develop necessary skills in the technological field.

**BRANDING**

A key demographic of high school students in Southern Ontario will see and learn of your brand.  It is a prime opportunity to market your product directly to the people who will influence the future.

**PRODUCT TESTING**

The participants will be developing on your API or utilizing your product. Students can test your comapny's product and give valuable input for product validation and improvement.

**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 ($7500). We will also be providing food and t-shirts for volunteers ($1300), and the rest of the money will be used to cover fees related to logistics and marketing ($1100).

# Sponsorship Tiers

| | BRONZE $500+ | SILVER $1000+ (5 available) | ~~GOLD~~ ~~$2000+~~ (filled) |
|---|:---:|:---:|:---:|
| **BRANDING** | | | |
| Logo on website | ● | ● | ● |
| May distribute swag | ● | ● | ● |
| Banners near table | | ● | ● |
| Sponsor prize | | ● | ● |
| Speech at awards (elevator pitch) | | | ● |
| Sponsor 1 of 2 meals | | | ● |
| | | | |
| **PRODUCT AND OUTREACH** | | | |
| Mentors / engineers on site | 1 | 1 | 2 |
| Sponsorship table | ● | ● | ● |
| Company intro (1 min) | | ● | ● |
| Keynote (5 mins) | | | ● |
| | | | |
| **RECRUITING** | | | |
| Distribute recruiting material | ● | ● | ● |
| Recruiters on site | | 1 | 1 |
| Priority booth location | | | ● |

Contact us at hello@techretreat.ca