

Jeff Hudson

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Fall 2015

Sponsorship Package



# From Our Founder

The University of Waterloo's Engineering Society would like to invite you to take part in the Fall 2015 EngHack, taking place from November 7 to November 8, 2015. Each term, the University of Waterloo's EngSoc brings together more than 100 of the most innovative and creative engineering undergraduate students. These students come together for 21 hours, solving problems from the ground up using their diverse technical backgrounds and "engenuity".

Waterloo is Canada's largest engineering school and is a pipeline for engineering talent for the world's leading companies. Ranked among the top 50 engineering schools in the world, the school's reputation for excellence is built on the foundation of co-op education and a bold history of innovation.

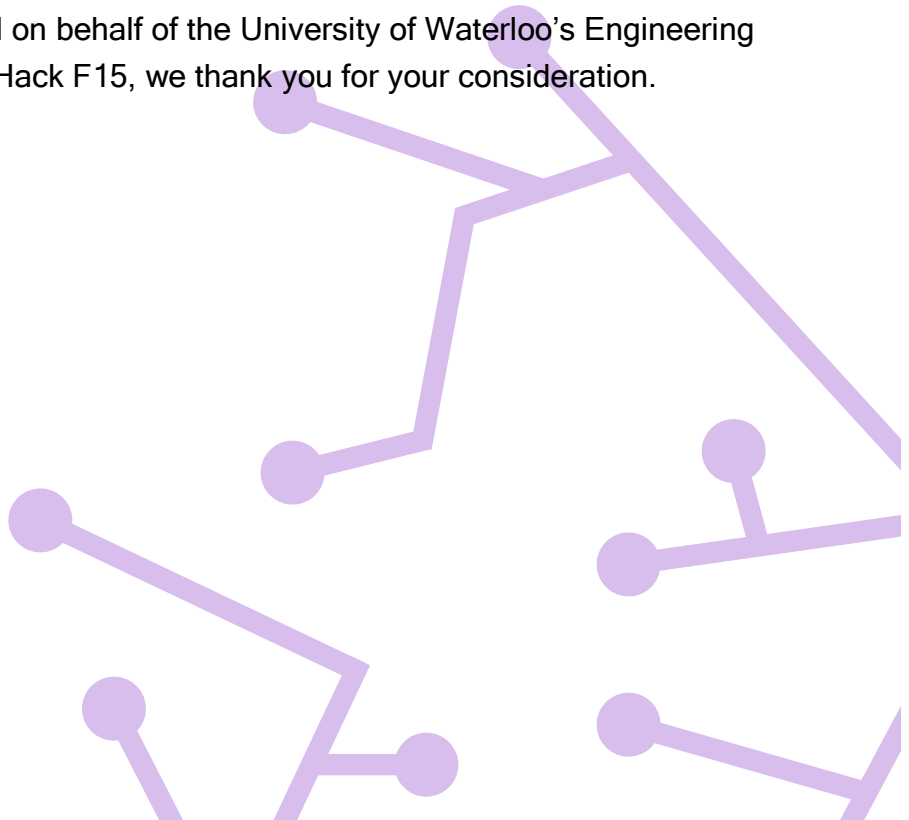
By partnering with industry participants, representatives are given the unique opportunity to interact with the brightest engineering minds and see first-hand how they work under pressure.

When I founded this hackathon two years ago, I never would've imagined that I would be able to find people with the same passion for introducing people to hacking in a fun, safe environment; and yet, two years later, it has expanded to run three times a year, championed by a community of my peers who are sharing our vision with anyone who is bold enough to try something new. And when it comes down to it, that's what hackathons are all about: providing people with the space to try something new, so that they can go on to change the world.

We look forward to working with you, and on behalf of the University of Waterloo's Engineering Society and all of the participants of EngHack F15, we thank you for your consideration.

Sincerely,

Clarisse Schneider  
EngHack Founder





# General Info

## Quick Facts

Where:	University of Waterloo
When:	Saturday, November 14, 2015 at 12:30pm to Sunday, November 15, 2015 at 3:30pm
Who:	Open to all undergraduate students at UW Minimum of 1 engineering student per team

## Director's Message

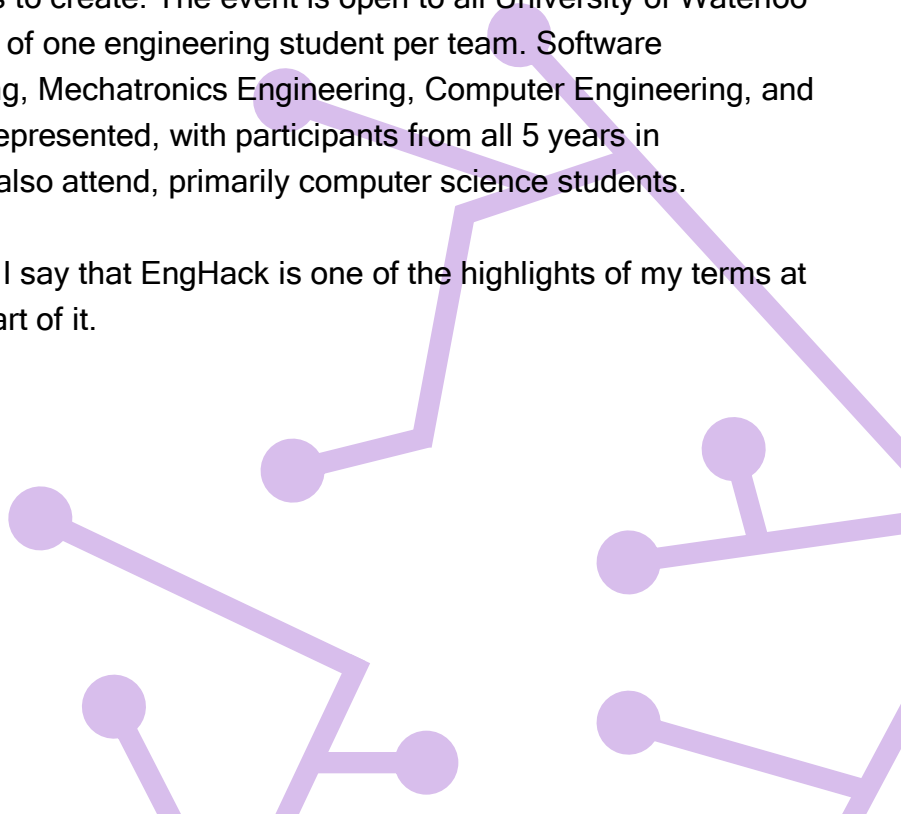
EngHack has proven to be a fantastic opportunity for students, engaging those who wish to design, create, and innovate for 21 consecutive hours. EngHack F15 (Fall 2015) will be the 7<sup>th</sup> of its kind since the event's inception in 2013. The majority of engineering students don't get to experience a dedicated, focused period of time to work on personal projects, and EngHack provides the opportunity to do that. Additionally, because the upcoming EngHack is happening in the Fall, it will be the first hackathon that many first-year engineering students will ever attend.

We aim to use this hackathon to fuel students' passions to innovate, and to provide an opportunity for both new and experienced developers to create. The event is open to all University of Waterloo undergraduate students, with a minimum of one engineering student per team. Software Engineering, Systems Design Engineering, Mechatronics Engineering, Computer Engineering, and Electrical Engineering are typically well represented, with participants from all 5 years in attendance. Many math faculty students also attend, primarily computer science students.

I'm sure I speak for many students when I say that EngHack is one of the highlights of my terms at Waterloo, and I hope that you will be a part of it.

Sincerely,

Jeff Hudson, Deon Hua, Yu Chen Hou  
EngHack Director





# Schedule

## Pre-Hack (Saturday)

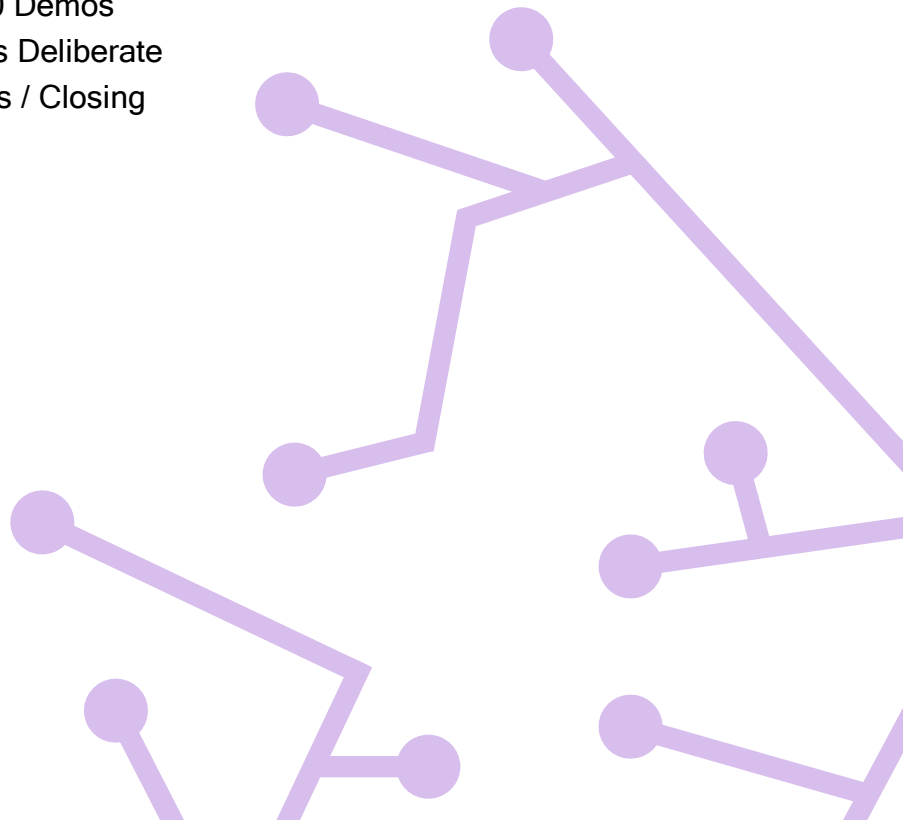
12:30pm - 1:30pm	Setup
1:30pm - 2:00pm	Registration
2:15pm - 2:30pm	Introduction
2:30pm - 3:00pm	Sponsor Talks

## Hack (Saturday and Sunday)

3:00pm	Hacking Begins
5:45pm - 6:30pm	Dinner
11:30am - 12:00am	Snack
4:30am - 5:00am	Light Snack
9:00am - 9:45am	Breakfast
12:00pm	Hacking Ends

## Post-Hack (Sunday)

12:00pm - 12:45pm	Lunch
12:00pm - 1:45pm	Judging
1:45pm - 2:45pm	Top 10 Demos
2:45pm - 3:00pm	Judges Deliberate
3:00pm - 3:30pm	Awards / Closing





# Sponsorship Info

EngHack is seeking sponsors to cover most of the participants' costs.

Silver and Gold sponsors can specify (if they wish) whether their donation should go toward meals, swag, or cash prizes.

Product sponsors will provide hackathon participants with their product to use as part of their hack. They are responsible for sending a judge to select the best hack that incorporates their product. The prize can, but does not have to be the product itself. Product sponsors can also be Silver or Gold sponsors if they wish.

Feel free to contact me at any time at (403) 880-8034 or [jhudson@jhudson.ca](mailto:jhudson@jhudson.ca) if you have any questions about sponsorship, or are interested in becoming a sponsor. We'd love to work with you!

## Silver

if (sponsorshipAmount < 1500)

- Have company name featured on schedule, website, and screen(s)
- Send a representative

## Gold

if (sponsorshipAmount >= 1500)

- Have company logo featured on schedule, website, and screen(s)
- Send a representative
- Provide a judge
- Give a lightning talk before the hackathon

## Product

if (offerAPrize == true)

- Have company logo featured on schedule, website, and screen(s)
- Send a representative
- Give a lightning talk before the hackathon
- Offer a prize for the best use of your product (must send a judge)