



## Tech Retreat

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

### PURPOSE

Tech Retreat has been designed to inspire a new generation of youth to be excited by new technology. The members of our team were introduced to technology at an early age and we want to share our love of building amazing software and hardware. Your sponsorship in Tech Retreat will help ensure that more students have the opportunity to develop these new skills for the 21st century.

### BRANDING

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.

### PRODUCT TESTING

High school students from across southern Ontario will be developing on your API or utilizing your product. Students can provide insight on how user-friendly your product is.

### 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 \$1000). 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)	<del><b>GOLD</b></del> <del>\$2000+</del> (filled)
<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 / engineers on site	1	1	2
Sponsorship table	●	●	●
Company intro (1 min)		●	●
Keynote (5 mins)			●
<b>RECRUITING</b>			
Distribute recruiting material	●	●	●
Recruiters on site		1	1
Priority booth location			●

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