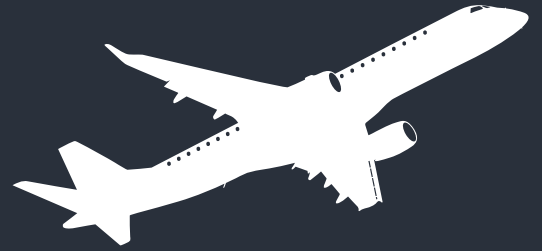




# HackRPI Sponsorship Booklet 2024



# What is HackRPI?



HackRPI 2024 is the 11th annual intercollegiate hackathon hosted at Rensselaer Polytechnic Institute in Troy, NY. Throughout the 24-hour coding marathon, students will collaborate in teams to create projects as they learn new skills and compete for prizes.

Organized by RPI students, HackRPI is designed to inspire and challenge **innovators, creators, developers, and entrepreneurs** in New York's Tech Valley and beyond! Staying true to our slogan "**Why Not Code the World?**", we strive to solve challenging real world problems to make a tangible impact. We want to help attendees develop their skills, explore new technologies, and turn their interests and visions into opportunities.

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For years, we have dedicated ourselves to ensuring that HackRPI meets our own high expectations; admittedly, we cannot achieve greatness on our own — we need **your** help.

# Our Vision

This year's 2024 HackRPI season marks the start of a new decade of hosting this event, the biggest hackathon in the Capitol Region! With your support, we aim to continue to create a memorable experience for hackers.



We believe that everyone, regardless of their profession, should learn to code for 21st century skills. And what better place to get interested in coding than a hackathon? Join us in making this year's hackathon a collaborative and supportive environment for a broader audience of innovators.

## The Theme

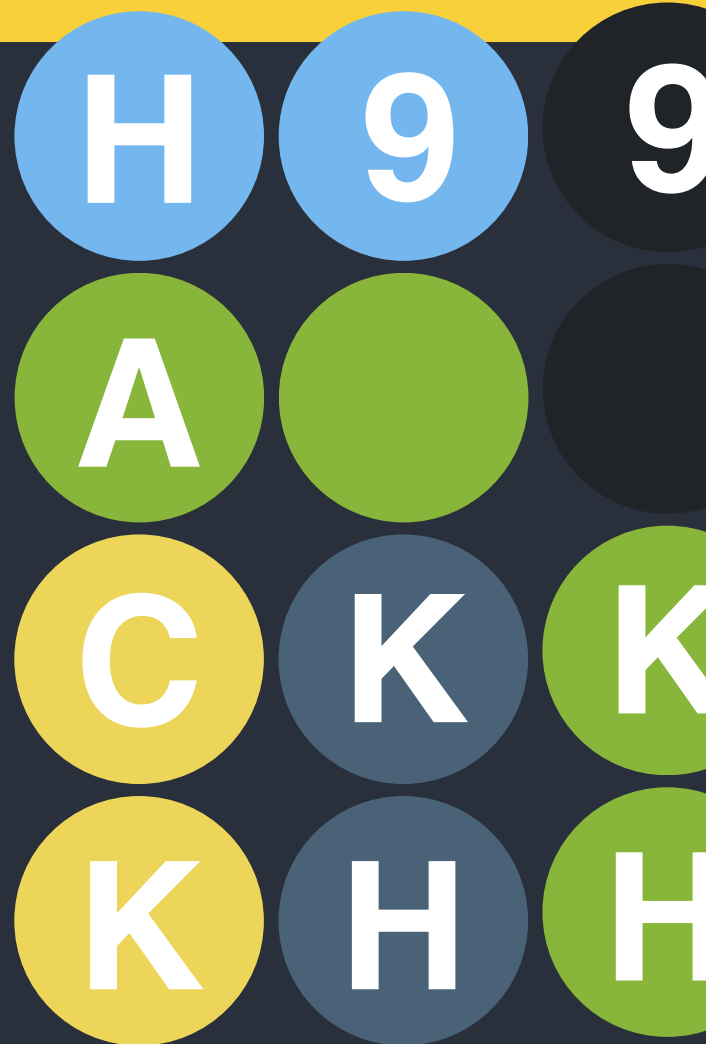
In a world of evolving challenges like urban development and city connectivity, our 11th annual hackathon, **URBAN UPGRADES**, beckons innovators to tackle these real-world issues creatively. Join us in shaping the future of urban planning for a more interconnected and sustainable world.



# Why Sponsor HackRPI?

Sponsor HackRPI for an impactful investment in STEM and computer science education. Your support enables students to explore technology through engaging hackathons, gain software development experience, and enjoy exciting swag and prizes. With your contribution, we create an incredible learning opportunity for students, thanks to companies like yours.

Hackathons are a perfect opportunity to **recruit** the most motivated students. Observing students building projects with your technology presents a much more personal and nuanced look at your future hires than a career fair can offer. Sponsoring will **build your company connections** with students truly committed to software development!



# Sponsorship Packages

## All Sponsors Booth

	<b>B</b> BRONZE 750	<b>S</b> SILVER 1500	<b>G</b> GOLD 3000	<b>O</b> OBSIDIAN 5000
Logo on T-Shirt	Small	Small	Medium	Large
Logo on Website	✓	✓	✓	✓
Distribute Company Swag	✓	✓	✓	✓
Company Flier in Event Folder	✓	✓	✓	✓
Company Judges		✓	✓	✓
Host Fireside Chat		✓	✓	✓
Social Media Advertising		✓	✓	✓
Resume Book (After Event)		✓	✓	✓
Resume Book (Before Event)			✓	✓
Workshop			✓	✓
Logo on Event Banner			✓	✓
Keynote Special Mention			✓	✓
Private Interview Room			✓	✓
Email to Mailing List				✓
Priority Booth Placement				✓
Opening Ceremony Tech Demo				✓
Optional Table Upgrade				✓

## Track Sponsor

As a track sponsor, you will be hosting a custom prize track of \$200+ that goes straight to hackers. You will also have the opportunity to send in a track-specific expert judge

## Partner Sponsor

The first company to contribute \$10,000 receives all Obsidian perks and will be featured in all event branding as "HackRPI, Partnered with [your company]." Collaborate with us to create a unique event name for unparalleled recognition.

We understand that standard sponsorship tiers may not suit all organizations, so please contact [hackrpi@rpi.edu](mailto:hackrpi@rpi.edu) if you want to develop a tailored sponsorship package.



# HACKRPI X

by numbers



**25**  
HOURS of  
CODING



**80+**  
PROJECTS  
SUBMITTED

# 500+

## HACKERS

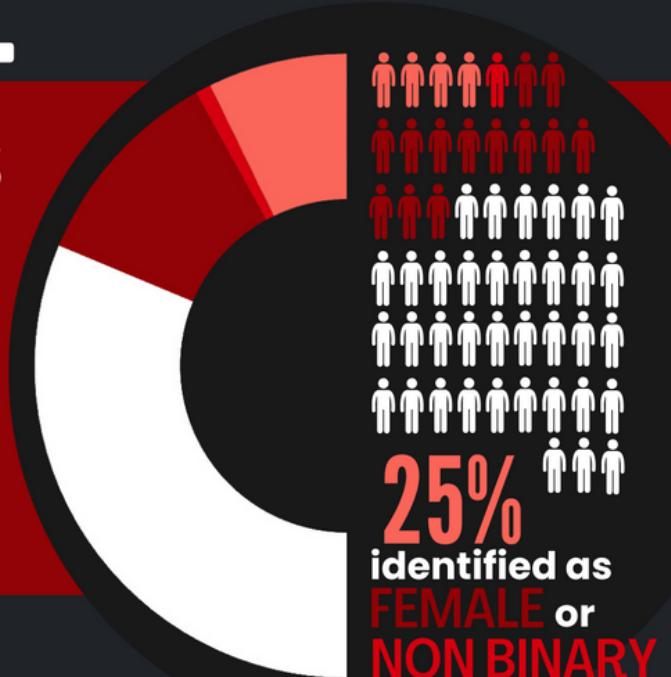
### NEWBIES

**71%** went to a hackaton for the first time this year

### VETS

decided to come for another hackathon **20%**

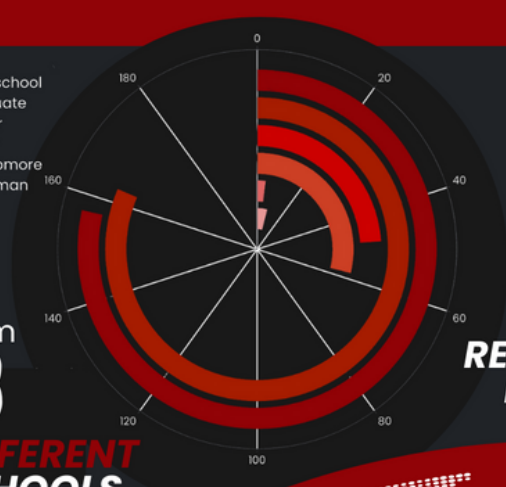
**51%** **FIRST GENERATION STUDENTS**



- high school
- graduate
- senior
- junior
- sophomore
- freshman

from  
**43**

**DIFFERENT  
SCHOOLS**



**46%** asian/  
pacific islander

**32%** white/  
caucasian

**7%** hispanic

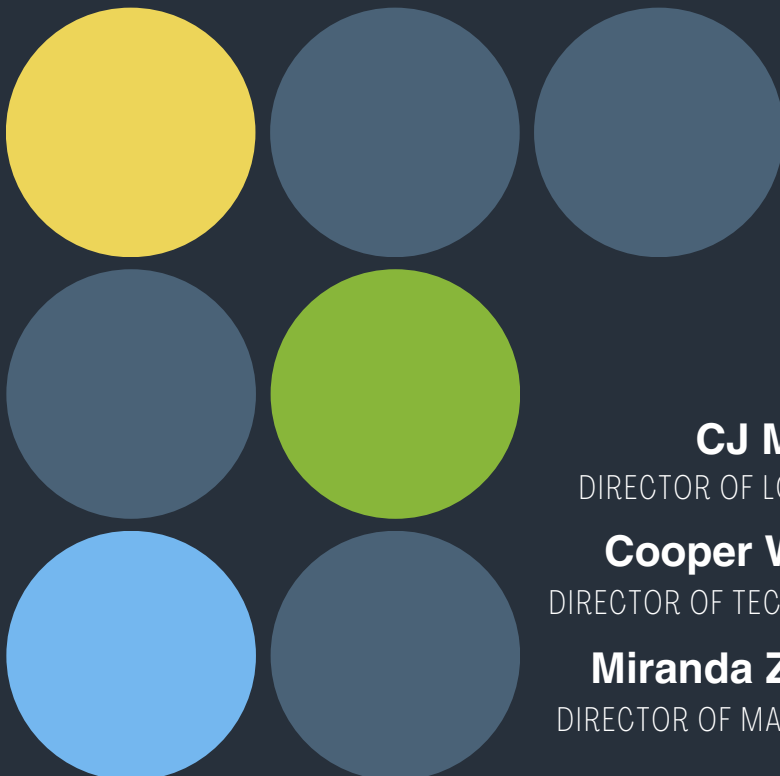
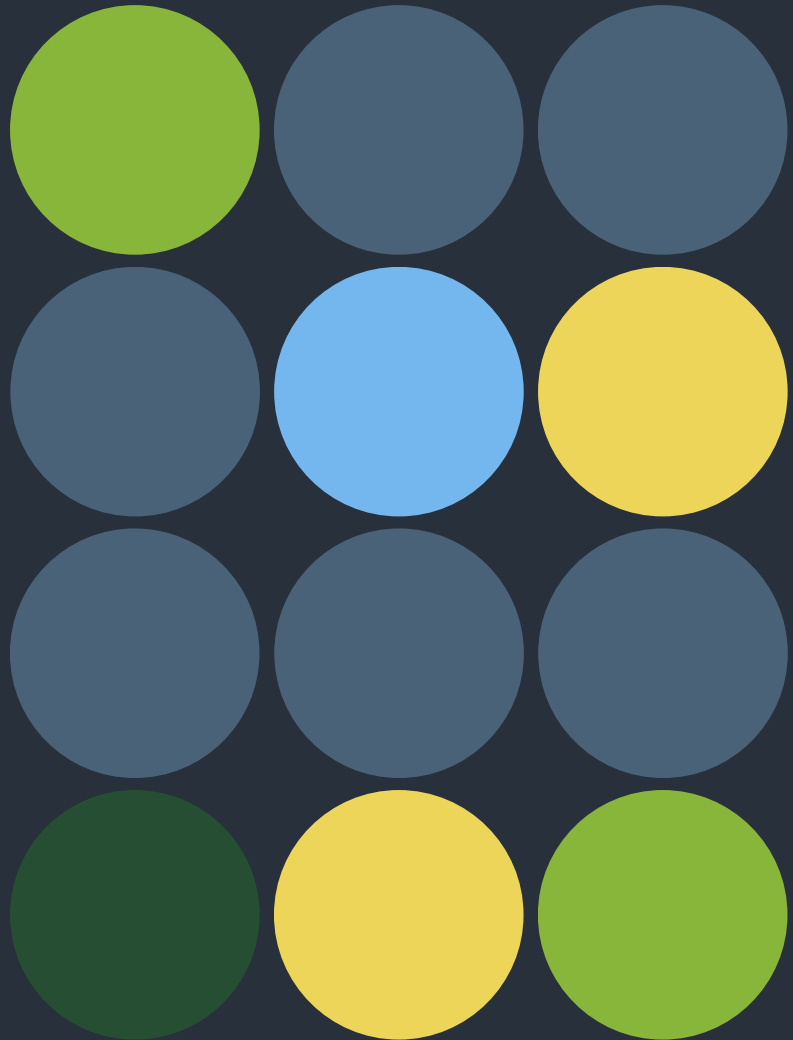
**5%** black/  
african american

**5%** multiple  
ethnicities



# THANK YOU!

Thank you for considering sponsoring HackRPI 2024! We hope you help us make our event a truly incredible experience for 500+ student innovators. **Your sponsorship in any form and in any amount will be an invaluable asset to all attendees!** If you want to sponsor or have any questions, email us at [hackrpi@rpi.edu](mailto:hackrpi@rpi.edu)



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