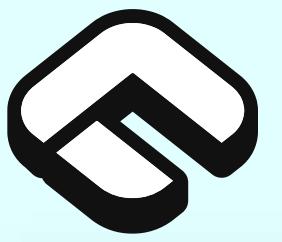


Making sponsorship work for everyone

How to make hackathon sponsorship work for hackers, sponsors, and organizers

Hey, I'm Jacklyn! 🙌



Developer Relations Lead at Autocode



Coached 40+ events with MLH in NA/EU



Lead Organizer of Hack Quarantine



Featured in the MLH Top 50 in 2021

Coming up



What are organizers looking for?



What are hackers looking for?



What sponsors are looking for



How do we join these things together?

it is possible!

hey, it's you!

Who's been an organizer?

Who's been a hacker?

Who's been a sponsor?

Most organizers look like this:

Hacked at a couple of events

Organized or organizing one event

But something's missing!

Hacked at a couple of events

Organized or organizing one event

Never been a sponsor



the biggest
of oofs

**What does a good sponsorship
look like to an organizer?**

(3 minutes)

“They provide mentorship to hackers - both relating to their product and not”

“They bring something to the event that benefits hackers, such as a prize category”

“They make themselves accessible and available to hackers”

“They have good communication skills”

Answers provided by the audience at Hackcon X

**What does a good sponsorship
look like to a hacker?**

(3 minutes)

“They know how their product works so can help hackers use it”

“They’re engaged at the hackathon, and actively talk to hackers about their projects”

“They give hackers great free swag”

“They bring a good mix of developers and recruiters to the event, and make these people available to hackers”

“They provide opportunities, such as internships”

Answers provided by the audience at Hackcon X



Organizers



Hackers



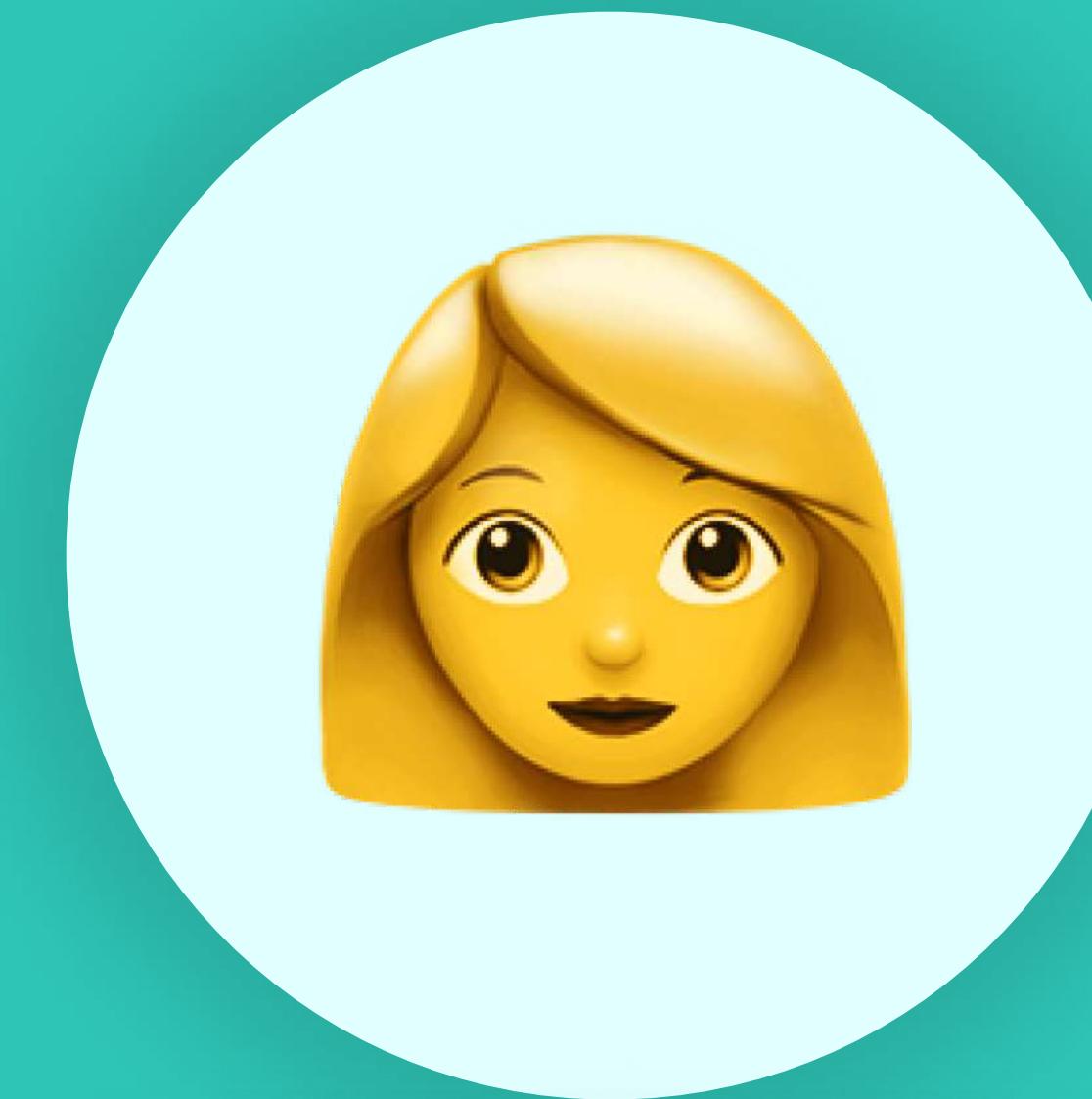
Sponsors

Sponsorship Relations 101

Sponsors have goals.



API Usage



Recruitment



Feedback

Sponsors have metrics.



Number of signups

Amount of API requests

Number of qualified resumes submitted

Projects built using their product

Sponsors aren't always experts.

Their Product

Their Goals

Their Metrics

Hackathons*

* some exceptions apply

But organizers can guide them.

Their Product

Their Goals

Their Metrics

Hackathons

Sponsorship Relations 101

sponsor hearing
but with cats



Credit: <https://tenor.com/view/cats-kittens-gif-10208139>

**Lets put our new-found
knowledge to the test**

DABPOST

SHARKHACKS 2



Best Android app built using the WHYKEA API

WHYKEA - everyone's favourite furniture store - just released their new API! Build an Android App that uses our new *Finstastic Checkout* system and creates a great customer experience. Bonus points if your app includes AR or VR!

Prize: 19x BLAHAs (ARV C\$10000)

DABPOST



SHARKHACKS 2



Best Hack built using the WHYKEA API

WHYKEA - everyone's favourite furniture store - just released their new API! Build a project that uses our new *Finstastic Checkout* system and creates a great customer experience.

Prize: 1 BLAHAJs per team member (ARV C\$100)

BMAIL

from: johnny@evilmegacorp.com
to: hi@jacklyn.dev



Hey Jacklyn!

We're super excited to be sponsoring SharkHacks2! Just to confirm, we'll be running **Cup Stacking** as our mini-event. Each member of the **top 10 teams** will receive an exclusive **I AM EVIL** hoodie, cobranded with SharkHacks2's logo.

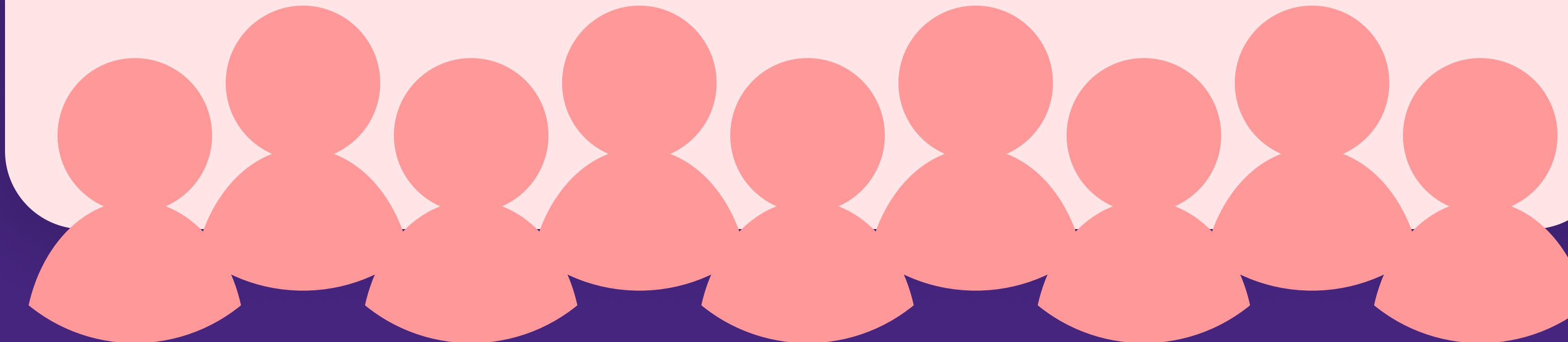
Johnny
CEO, Evil Megacorp Incorporated



SHARKHACKS 2

Thanks to Evil Megacorp!

Attend their Cup Stacking mini-event at 8PM
Antarctica Time to get a I AM EVIL hoodie!





from: Ryan#9001
AKA 19sharksandcounting
logistics4lyfe



Ryan#9001

hey! so i had this amazing idea!



Ryan#9001

we want to make sure every hacker knows how to use CorgiAPI right? so i think what we'll do is run a workshop at the start of the event right after opening ceremony where we teach hackers how to use it. we'll attendance mandatory for anyone who wants to enter our category.



Ryan#9001

great idea right!!!! i can't wait for us to attend out first hackathon!!!!!!!

So, TL;DR:

**It's your job to guide
your sponsors.**

**Only you have a birds
eye view.**

**Communicate within
your team to ensure
success.**

Thanks for coming!