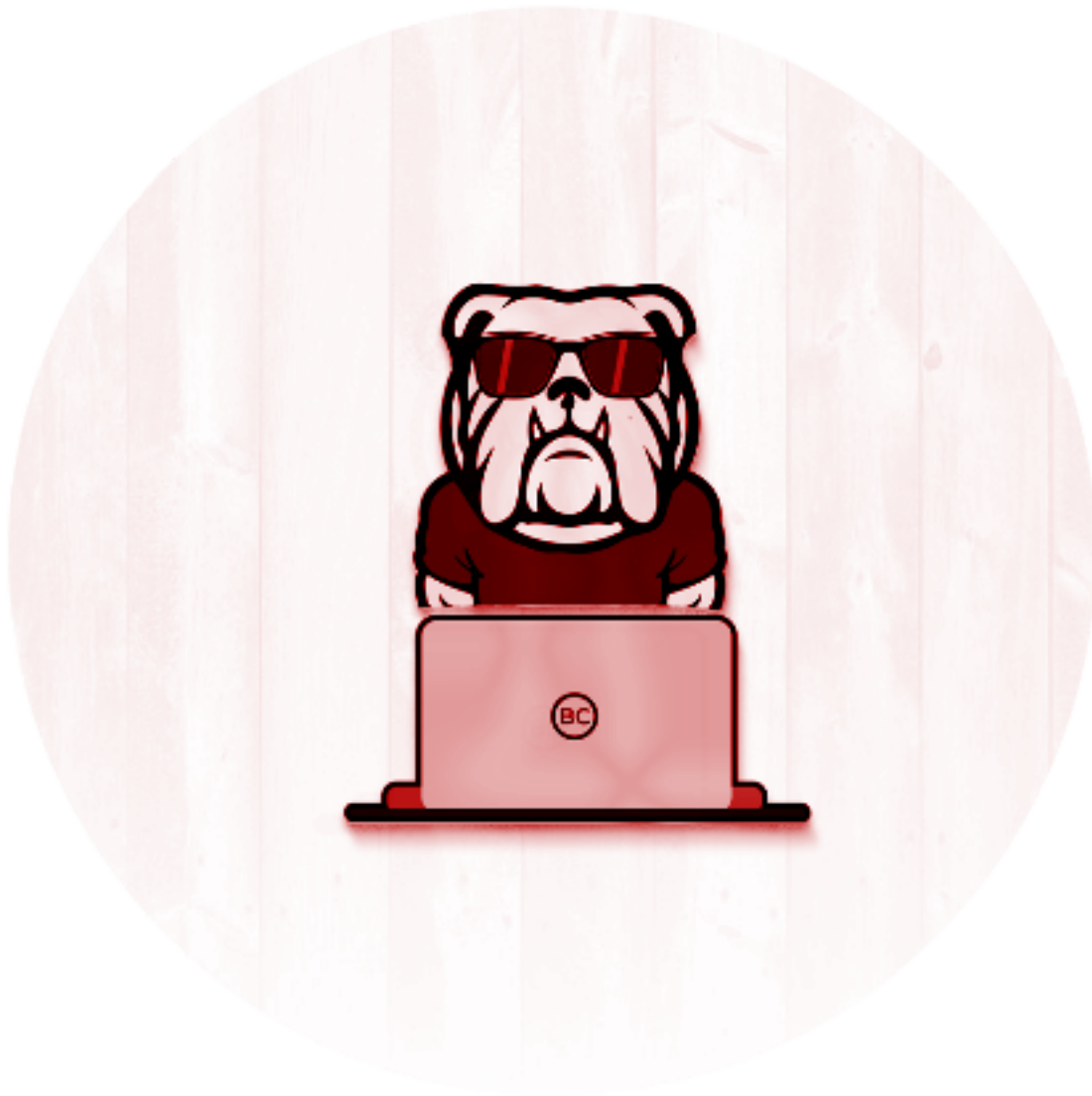


# Hack Brooklyn

Brooklyn College's 2020 Hackathon

## Sponsorship Packet



Email: [sponsor@hackbrooklyn.org](mailto:sponsor@hackbrooklyn.org) for any questions or concerns.

## Hello Potential Sponsor!

We are excited to announce that Brooklyn College will be hosting its first-ever 12-hour hackathon right here in the heart of Brooklyn! **Hack Brooklyn** is Brooklyn College's premier collegiate hackathon, where over 150 student developers, designers, and creators will come together to use the technology of today to solve present-day problems and create the world of tomorrow. Co-hosted by the Brooklyn College Computer Science Club and the Women in Computer Science Club, our goal for **Hack Brooklyn** is to expose, teach, and engage students who are interested in the field of Computer Science, and we need your help to make it all possible!

A variety of participants ranging from absolute beginners to the best of the best will join us as they learn and grow together during these 12 hours. We will have plenty of workshops to introduce Computer Science fundamentals to beginners, as well as minigames to help hackers relax and unwind. We will also have mentors available to assist those that need help with their projects, and your company will also have the opportunity to send mentors to **Hack Brooklyn** as well! There will also be plenty of food and beverages for hungry hackers (and sponsors!) needing to refuel!

Join us on **Sunday, March 29, 2020**, for an unforgettable 12-hour experience with the brightest students in the city and the future of the industry! We hope to see you there!

Sincerely,

**The Hack Brooklyn Team**

## WHY SPONSOR HACK BROOKLYN?

Computer Science is the second largest major at Brooklyn College, and our college has recently been selected to take part in the CUNY 2X Tech initiative to double the number of graduates in tech fields graduating from CUNY senior colleges! Through this initiative, Brooklyn College aims to **train and hire full-time industry professionals** experienced with the latest **in-demand technologies** to provide an unmatched, first-rate education to our large and diverse student body, and we already have a few teaching this semester! As a sponsor of **Hack Brooklyn**, your company will be **one of the first** to gain access and recruit the brightest of this up and coming talent, as well as the ability to promote your company to the next generation of Computer Science and Software Development leaders.



By sponsoring **Hack Brooklyn**, your company will be able to:

- Meet and recruit top talent from the future of the industry.
- Access a large database of resumes from dedicated students.
- Display your company logo and website link on our hackathon website.
- Send engineers to mentor at the hackathon and advertise your company.
- Provide branded company swag to participants to increase brand recognition.
- Promote your company at your very own reserved sponsor booth.
- And much more! Take a look at our sponsorship packages for more details.

## SOUNDS GREAT! HOW DO WE START?

On the next page, a full list of our available sponsorship packages can be found. Once you have settled on a package, please contact us at [bc.cis.club@gmail.com](mailto:bc.cis.club@gmail.com).

Here are some tips to get the most out of **Hack Brooklyn**:

1. **Send some company swag** for participants to take home with them! Hackers LOVE receiving swag, and providing swag branded by your company is a great way to increase brand recognition for your company!
2. **Send company representatives to Hack Brooklyn!** Having company representatives at **Hack Brooklyn** will allow your company to meet firsthand with hundreds of talented students, as well as the ability to answer any questions about your company and your products!
3. Become a Silver sponsor or higher and **present a unique challenge** to hackers! This gives them something memorable to remember your company by, and you can even promote your company's APIs and resources to provide hackers with hands-on experience with your products. Your company may even get returning users in the process!
4. Become a Gold sponsor or higher and **host an approved event at Brooklyn College!** Prior to **Hack Brooklyn**, we will be hosting March Madness at Brooklyn College, comprised of a whole month of fun events and workshops that will all culminate into this 12-hour hackathon! All of the events and workshops during March Madness will be open to all 17,000+ students enrolled at Brooklyn College, a perfect opportunity to increase awareness of your company to students from other fields!

**Thank you for considering a sponsorship with Hack Brooklyn!** You will have an impact like no other company that has ever come to Brooklyn College before. The Computer & Information Science Department is huge and hosts lots of untapped talent. We appreciate your support and want this to be a rewarding experience for you!

## Sponsorship Packages

General	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000+
Bring Mentors	✓	✓	✓	✓
Reserved Sponsor Booth	1	1	2	2
Finalist Judge		✓	✓	✓
Opening Ceremony Speech			1 min	3 min
Pick your sponsor booth location			✓	✓
Closing Remarks			✓	✓
Keynote during opening				✓
Exclusive Cozy Lounge				✓
Marketing and Branding	Bronze	Silver	Gold	Platinum
Distribute Company Swag	✓	✓	✓	✓
Logo and link on website	Small	Medium	Large	Banner in Special Section
Logo on Shirt and Swag Bag <i>(Must sponsor by 3/1)</i>		Medium	Large	Banner
Host and demo at your own sponsored workshop		15 min demo	30 min	1 hour
Present your own Challenge Statement/Track		✓	✓	✓
Award a Prize for your Challenge Statement/Track		✓	✓	✓
Promotional Email Shoutout		✓	✓	✓
Exclusive Social Media Shoutout			✓	✓
Logo on Event Banners <i>(Must sponsor by 3/1)</i>			✓	✓
Logo on Schedule <i>(Must sponsor by 3/1)</i>			✓	✓
Host an approved event at Brooklyn College			✓	✓
Company Promotional Swag included in Swag Bags			✓	✓
Category Track with your company's name on it			✓	✓
Award a category prize			✓	✓
Award a 1st, 2nd, or 3rd place prize				✓
A meal with your company's name on it				✓
Personal Introduction to the Career Services Team				✓

↓ More Sponsorship Categories on Next Page ↓

# Sponsorship Packages

Recruiting	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000+
Distribute Recruiting Materials	✓	✓	✓	✓
Access to Hacker Contact Info, Resumes, LinkedIn, and GitHub	After Event	During Event at 3:00 PM	Day Before Event	Week Before Event
Recruiting materials distributed in Swag Bag		✓	✓	✓
Job listing on hackathon website			1	2
Job listing shoutout during opening ceremony			✓	✓
Private Interview Room				✓

