



# HawkHacks 2024

## Sponsorship Package

v3.2 | 2023-2024



📍 Waterloo, ON

🌐 [hawkhacks.ca](https://hawkhacks.ca)

📅 May 17th - May 19th, 2024

✉️ [sponsors@hawkhacks.ca](mailto:sponsors@hawkhacks.ca)

# What is HawkHacks?

HawkHacks is one of Canada's biggest hackathons, made by and for students. Based at Wilfrid Laurier University, HawkHacks 2024 will be a 36-hour in-person hackathon, hosted overnight from **May 17th - May 19th, 2024!**

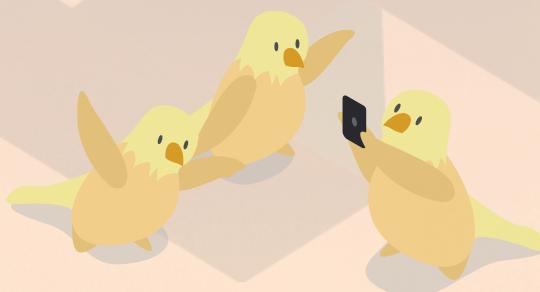
Waterloo Region boasts one of the globe's fastest-growing tech scenes, ranking second only to Silicon Valley in startup density. Here, innovation and entrepreneurship thrive. At HawkHacks, we're on a mission to ignite the potential of Wilfrid Laurier University's and the University of Waterloo's tech-savvy community by forging dynamic connections with leading global tech companies. Join us in shaping the future of tech innovation!

## What did HawkHacks look like last year?

The first edition of HawkHacks back in 2022 was a major success!



**852 Registrants**



**750 Attendees**



**73 Projects**



**208 Schools**



**34 Countries**

# Why Sponsor HawkHacks?

With the previous statistics from the first iteration of HawkHacks, we hope to be an even bigger success, with a much more interactive and hands-on experience for our sponsors now that the event is in person

## 🎨 Branding & Marketing

HawkHacks is again projected to reach a **large student population** from within Canada and internationally.

## 💻 Recruitment & Platform Testing

You'll have access to a huge demographic of technically minded individuals, through **emails, resumes, bounties, or custom prize categories**.

## 😊 Interactivity & Exclusivity

You'll directly be interacting with students through **running workshops, giving away swag, running a sponsor booth and job fair, or even naming events and rooms** - a personal connection with students ensures students recognize and relate with your brand.

## Previous & Current Sponsors



DISTRIBUTED  
COMPUTE LABS



DigitalOcean



Fantuan  
Delivery



Indofood

1Password



GeeksforGeeks



# What are the Benefits?

	Bronzehawk \$2,500	Silverhawk \$4,500	Goldenhawk \$7,500+
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## 🎈 Marketing

	medium	large	feature
Logos on website & banners			
Social media promotion	x	x	x
Newsletter feature	x	x	x
Thanked at opening ceremony	x	x	x
Distribute swag in hacker gift bag	x	x	x
Opening ceremony stage time		1 min	3 min
Naming rights to a location		x	x

## 🤖 Hacker Development

Run a workshop	x	x	x
Host awarded prize/category	x	x	x
Send mentors, judges, & recruiters		x	x

## 👉 Recruitment

Representatives on site	x	x	x
Host awarded prize/category	x	x	x
Sponsor booth	x	x	x
Coffee Chats	x	x	x
Receive student resumes	post-event	pre-event	pre-event
Send email to participants		x	x
Interview rooms		x	x

## 🎁 Extras

### Non-monetary sponsorship

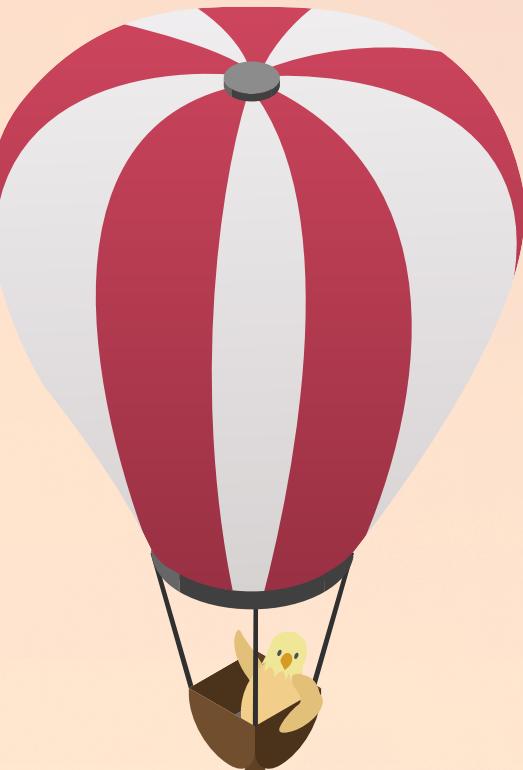
If you aren't a company that focuses directly on technology, or believe you can provide more value through non-monetary means, please feel free to let us know! 😊

### Sponsor an activity/event

Throughout the hackathon, attendees are exposed to a variety of mini-games, social events, and workshops. If you would like to attach yourself to any of these, feel free to mention it to us and we can figure something out!



# HawkHacks 2024



## Contact Us

[hawkhacks.ca](http://hawkhacks.ca)

[sponsors@hawkhacks.ca](mailto:sponsors@hawkhacks.ca)

[@wluhawkhacks](https://www.instagram.com/wluhawkhacks)

[@company/hawkhacks](https://www.linkedin.com/company/hawkhacks)