



<HawkHacks/> Sponsorship Package

v 2.0 | 2023-2024

📍 Waterloo, ON

🌐 hawkhacks.ca

📅 March 8th-10th, 2024

✉️ sponsors@hawkhacks.ca

What is HawkHacks?

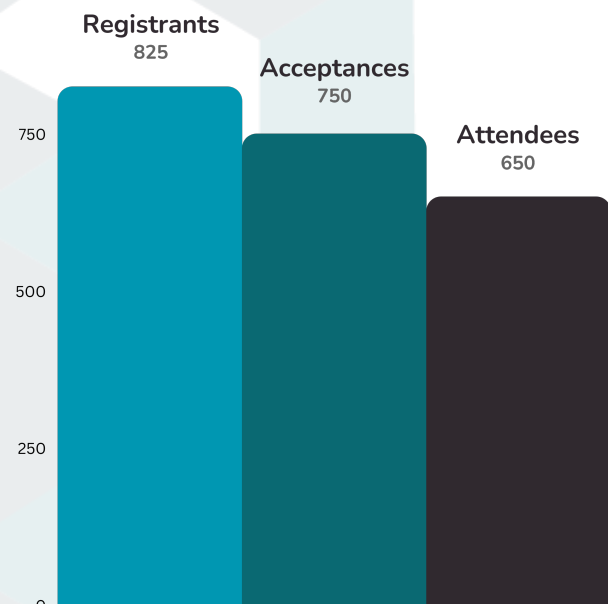
HawkHacks is one of Canada's biggest hackathons, made by and for students based at Wilfrid Laurier University. HawkHacks 2024 will be a 36-hour virtual and in-person hackathon, hosted overnight from **March 8th - 10th, 2024!**

What did HawkHacks look like last year?

The first edition of HawkHacks back in 2022 was a major success - below you can find information from this edition of the event.

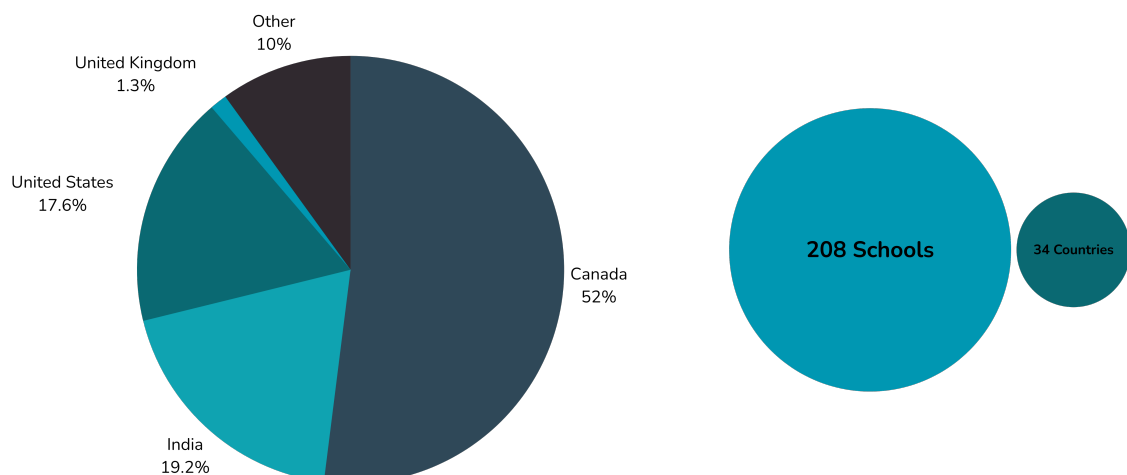
Hackers

We utilized our vast network of related student and non-student organizations to market HawkHacks to a huge audience. This paid off greatly, as we had **825 registrants, 750 acceptances, and 650 attendees.**



Demographics

We reached a lot of students from all over the world - we had applicants from **208 unique schools** from **34 unique countries.**



BUT why sponsor HawkHacks?

With all the aforementioned statistics from the first iteration of the hackathon, 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. Exposing your brand virtually AND in-person to **thousands of potential students**, especially ones from **computing clubs, student organizations, and community organizations** will put you center of attention among thousands of potential and current cream-of-the-crop developers.



Recruitment & Platform Testing

Before, during, and after the event, you'll have access to a huge demographic of technically minded individuals, whether that be through **emails, resumes, or custom prize categories**. - you get to decide! Through these mediums, you can explore your new and upcoming technologies with students, or have them test your APIs through any form of testing - chaotic, performance, scalability, or whatever else.



Interactivity & Exclusivity

Running HawkHacks in-person allows you a new dimension of interacting with students directly, whether that be through running **in-person and live streamed workshops, giving away swag, running a sponsor booth, naming events and rooms**, or even running your own food truck - a personal connection with students ensures students recognize and relate with your brand.

Cool! Where are the goods??



Marketing

| | Hawk Contact Us | Bronzehawk \$1,500 | Silverhawk \$3,000 | Goldenhawk \$6,000 |
|------------------------------------|--------------------|-----------------------|-----------------------|-----------------------|
| | small | medium | large | feature |
| Logos on website & banners | | | | |
| Social media promotion | x | x | x | x |
| Newsletter feature | x | 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 | x |
| Host awarded prize/category | x | x | x | x |
| Send mentors, judges, & recruiters | x | x | x | x |



Recruitment

| | | | | |
|-----------------------------|---|------------|-----------|-----------|
| Representatives on site | x | x | x | x |
| Host awarded prize/category | x | x | x | x |
| Sponsor booth | x | 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 - we love food trucks! 🍷





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/>

Contact Us

-  hawkhacks.ca
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-  [wluhawkhacks](https://www.instagram.com/wluhawkhacks)
-  [/company/hawkhacks](https://www.linkedin.com/company/hawkhacks)

