



<HawkHacks/> Sponsorship Package

v 2.1 | 2023-2024

📍 Waterloo, ON

🌐 hawkhacks.ca

📅 March 8th-10th, 2024

✉️ sponsors@hawkhacks.ca

What is HawkHacks?

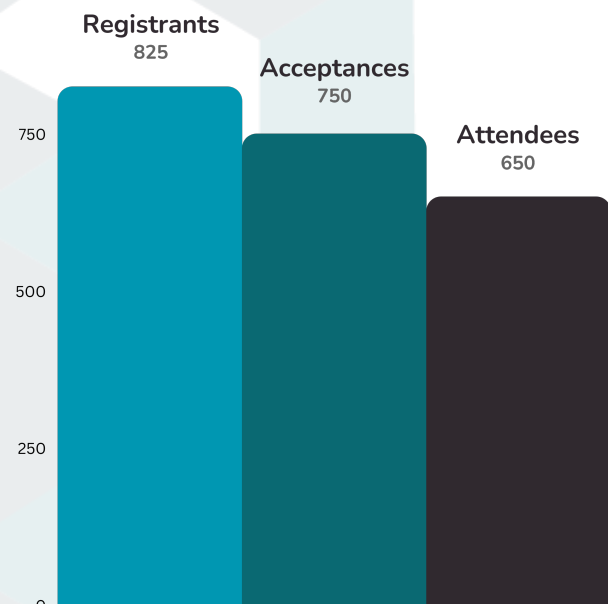
HawkHacks is one of Canada's biggest hackathons, made by and for students based at Wilfrid Laurier University. HawkHacks 2024 will be a 36-hour virtual and in-person hackathon, hosted overnight from **March 8th - 10th, 2024!**

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.

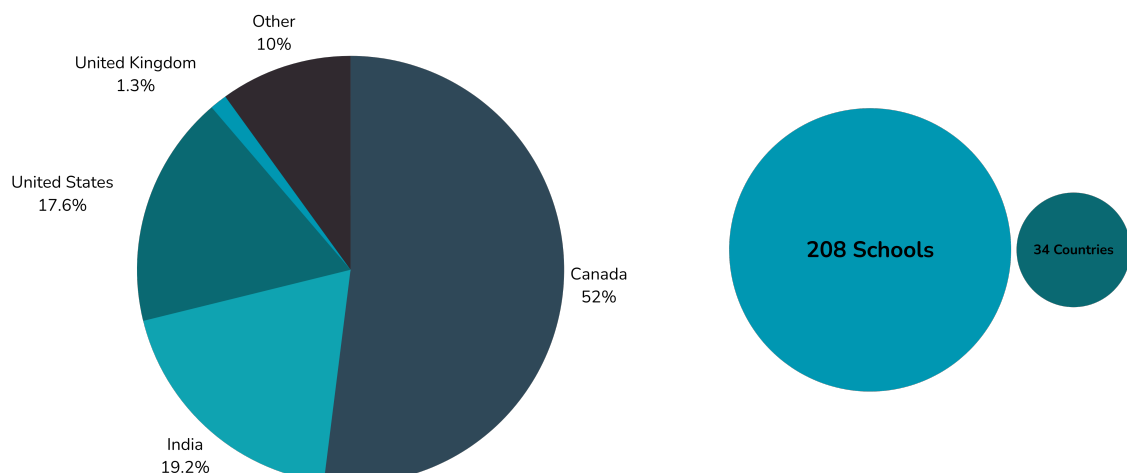
Hackers

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.

Who else sponsored ya'll in the past?

14 sponsors trusted us in delivering a first-class experience to our attendees during the first iteration of HawkHacks with their support - you can find them listed below.



DISTRIBUTED
COMPUTE LABS



DigitalOcean



taskade

1Password



VERITAS AI
BY LUMIERE



AssemblyAI

echo3D

FDM

balsamiq



GeeksforGeeks



Leading Learners

ollon

Cool! Where are the goods??



Marketing

	Hawk Contact Us	Bronzehawk \$1,500	Silverhawk \$3,000	Goldenhawk \$6,000
Logos on website & banners	small	medium	large	feature
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)

