



<HawkHacks/>

# Sponsorship Package

v 2.0 | 2023



March 8th-10th, 2024



Campus and Virtual



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



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

## What is HawkHacks?

HawkHacks is Wilfrid Laurier University's first Hackathon by and for students interested in computing. HawkHacks will be a 36 hour virtual and in-person hackathon, hosted overnight from **January 7th - 9th, 2022!**

## Okay... so what makes you special?

HawkHacks intends to deliver a first-class hackathon experience for undergraduate and high school students with sessions being hosted both in person at Laurier's Waterloo campus and online. We intend to bring together students across Ontario from a variety of backgrounds to socialize, learn, and grow together. Alongside this, we want to leverage the virtual nature of the event to bring Laurier to a global audience. We will be hosting workshops with insightful keynote speakers, exciting technologies, and partners in the tech community (hopefully including you!).

Wilfrid Laurier University is a tightly knit community where a lot of great minds reside - the Kitchener-Waterloo region is notorious for this. We want to shine a light on the potential talent and opportunities present at Laurier, as well as empower students and sponsors - the Laurier community is full of keen, like-minded people, especially with Data Science and Computer Science growing exponentially at Laurier, and this Hackathon is a step in unlocking all of that potential.

For a new hackathon, we have a huge network of talent to pool from. Our reach is Canada-wide, with our reach spanning 15 universities and a total of 20K students in the technology, science, and engineering fields. This extensive network is due to our internal and quite personal relationship and partnership with the Computing Councils of Canada, RU Hacks, GuelphHacks, and an assortment of other organisations that we're either a part of, or have worked with before.

## Great. Why should we sponsor you?

### Branding & Marketing

HawkHacks is projected to reach a large student population from within Canada and globally. Exposing your brand to thousands of potential students from computing clubs, hackathon organizations and community organizations will put you centre 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, workshops, custom prize categories, keynotes, or seminars - 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.

Cool! Where can we see the goods?

	Bronzehawk	Silverhawk	Goldenhawk
General	\$750	\$2,000	\$4,000
Stagetime Keynote	-	1 min	2 min
Opening & Closing Thank You	X	X	X
Networking Event Invite	X	X	X

Hacker Development

Custom Category & Prizes			X
Send Judges	X	X	X
Custom Prizes		X	X
Send Mentors & Recruiters		X	X
Custom Workshop		X	X
Custom Discord Channel		X	X

Branding & Marketing

Website Logo		X	X
Social Media Promotion	X	X	X
Virtual Kiosk	X	X	X
In-Person Kiosk		X	X

Recruiting

Receive Mailing List	Post Event	During Event	During Event
Receive Resumes	Post Event	During Event	Before Event





Add On / A La Carte

Startup Sponsor	We love to see new startups bloom - startup companies can receive 50% off any tiers!
Swag Promotion	Provide an item of swag that is sent to all participants of the hackathon!
First Event Promotion	The first event held after the opening ceremony gets the most traction - get in on the attention with your showcase!!
Prize Pool	Want to help out in different ways? You can help us by providing us prizes instead that are worth a certain amount of your total sponsorship amount!



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## Contact Us

-  [hawkhacks.ca](https://hawkhacks.ca)
-  [sponsors@hawkhacks.ca](mailto:sponsors@hawkhacks.ca)
-  [wluhawkhacks](https://www.instagram.com/wluhawkhacks)
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