



HawkHacks 2025

Sponsorship Package

v1.0



📍 Waterloo, Canada

📅 July 25th - July 27th, 2025

🌐 hawkhacks.ca

✉️ sponsors@hawkhacks.ca

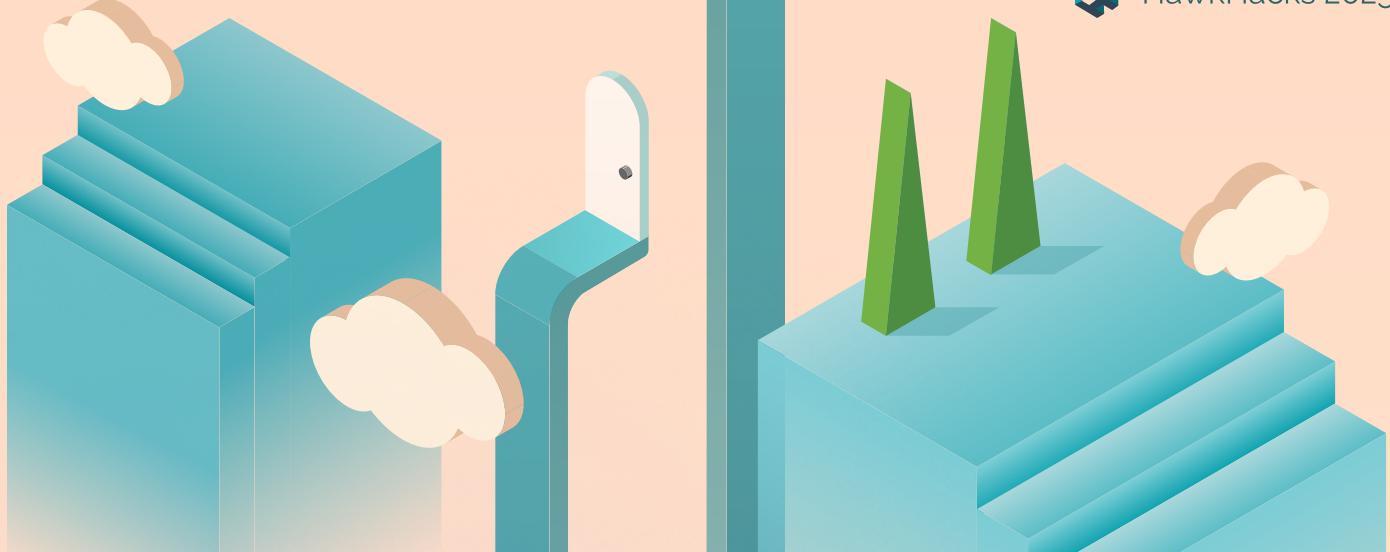
What is HawkHacks?

HawkHacks is Canada's second-largest student-run hackathon hosted at **Wilfrid Laurier University's** Waterloo campus. Its third iteration—**HawkHacks 2025**—will be a 3-day overnight hackathon running from **July 25th to July 27th**.

The **Waterloo Region** is one of the fastest-growing tech hubs on the planet—ranking second only to Silicon Valley in startup density. Here, innovation and entrepreneurship thrive, especially within the communities of Wilfrid Laurier University and the University of Waterloo. At HawkHacks, we're on a mission to spark dynamic connections between these communities and leading global tech companies.

Konfer is the organization behind HawkHacks. As a consultancy startup led by Laurier students, we run student-centric events and workshops, as well as provide in-house solutions to support these experiences. Our ultimate goal is to discover and nurture talent for large-scale companies. Join us in shaping the future of tech innovation!





Why Sponsor HawkHacks?

At Konfer, we have a proven track record of hosting impactful events and initiatives for students. With each iteration of HawkHacks surpassing expectations and setting new records, we're aiming for an even larger, more meaningful experience this year.

Partnering with us is an investment in the next generation of tech leaders and its brightest minds. By sponsoring HawkHacks, your company will gain access to a range of valuable benefits:

Branding & Marketing

Boost your brand visibility among top tech talent within the student community—reaching large audiences both within Canada and internationally.

Recruitment & Platform Testing

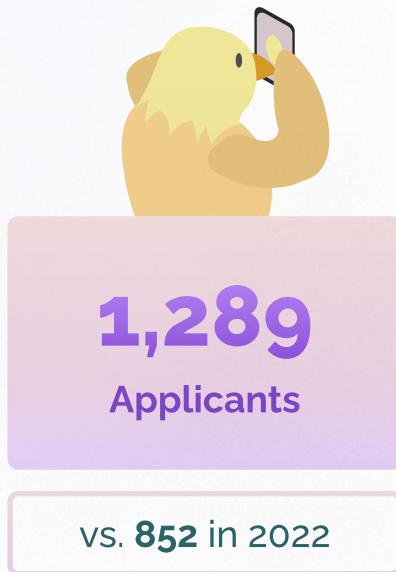
Connect with a diverse demographic of technically minded individuals. From email campaigns and resume access to bounties and custom prize categories, you'll have the chance to showcase your tools and platforms in a real-world setting.

Interactivity & Exclusivity

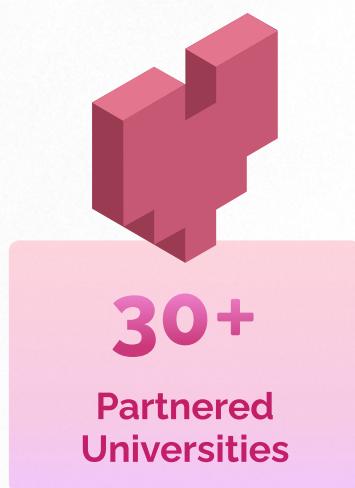
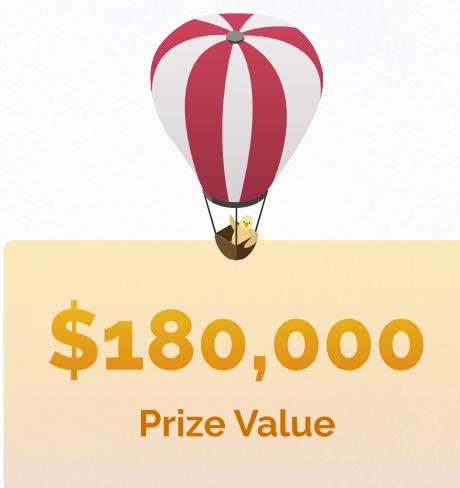
Engage directly with students through workshops, mentorship, swag giveaways, sponsor booths, and exclusive networking sessions—fostering personal connections that ensure your brand resonates with the hacker community.

HawkHacks 2024 Statistics

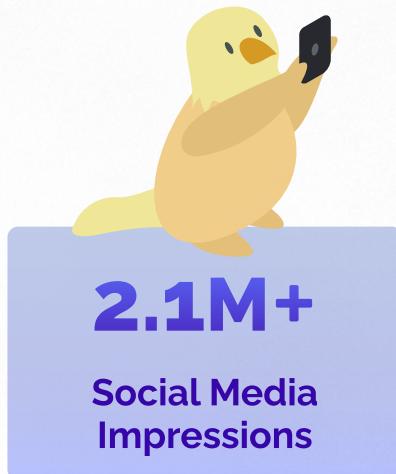
Hacker-Related



Ecosystem



Reach





Sponsorship Benefits

Hacker Development Benefits

| | Hawk (Contact Us) | Bronzhawk (3k USD) | Silverhawk (6k USD) | Goldhawk (10k USD) |
|------------------------------|----------------------|-----------------------|------------------------|-----------------------|
| *Host a Workshop | | ✓ | ✓ | ✓ |
| Host a Prize Category/Bounty | | ✓ | ✓ | ✓ |
| Provide Mentors | | ✓ | ✓ | ✓ |
| Provide Judges | | | ✓ | ✓ |
| *Provide Keynote Speaker | | | ✓ | ✓ |

Recruitment Benefits

| | Hawk (Contact Us) | Bronzhawk (3k USD) | Silverhawk (6k USD) | Goldhawk (10k USD) |
|------------------------------------|----------------------|-----------------------|------------------------|-----------------------|
| *Sponsor Booth | | regular | regular | large |
| Receive Student Resumes | | | post-event | pre-event |
| Email Participants | | | post-event | pre-event |
| *On-site Coffee Chats & Interviews | | | ✓ | ✓ |

*These items are in high demand and subject to change. Availability may vary depending on when a sponsor confirms details.



Marketing Benefits

| | Hawk (Contact Us) | Bronzhawk (3k USD) | Silverhawk (6k USD) | Goldhawk (10k USD) |
|-------------------------------|----------------------|-----------------------|------------------------|-----------------------|
| Social Media Promotion | ✓ | ✓ | ✓ | ✓ |
| Social Media Spotlight | | | ✓ | ✓ |
| Targeted Social Media Content | | | ✓ | ✓ |
| Website Logo | small | medium | large | feature |
| Physical Logo | small | medium | large | feature |
| Website Showcase | | | ✓ | ✓ |
| Newsletter Showcase | | | ✓ | ✓ |
| Opening Ceremony Speech | | | 1 min | 3 min |

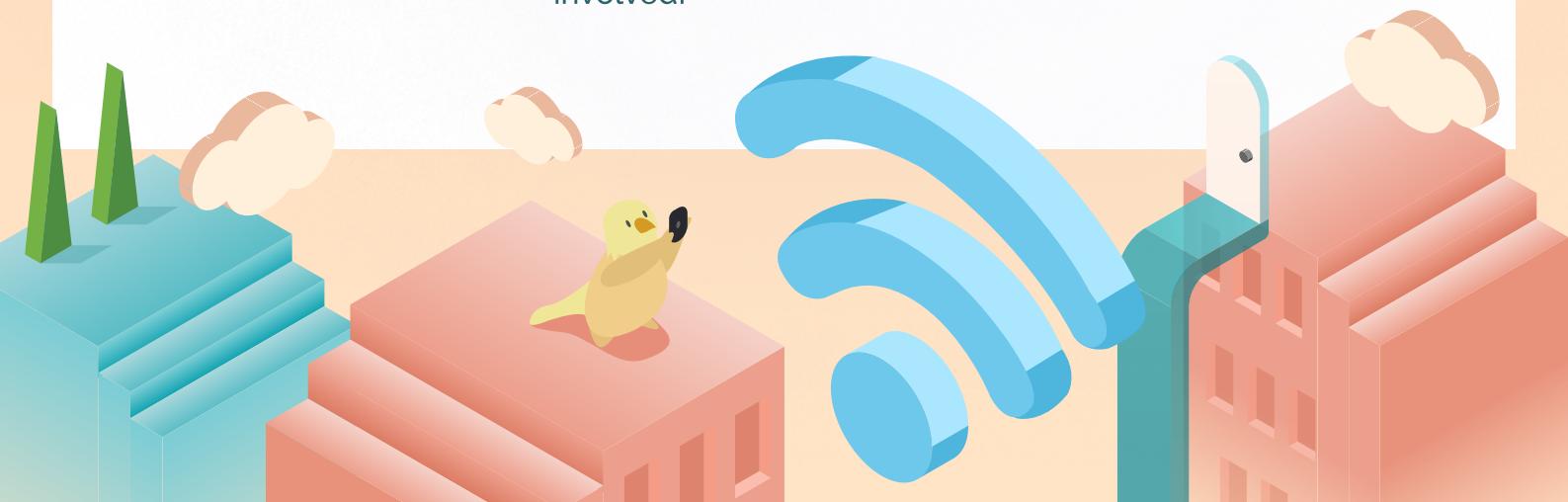
Other Sponsorship Types

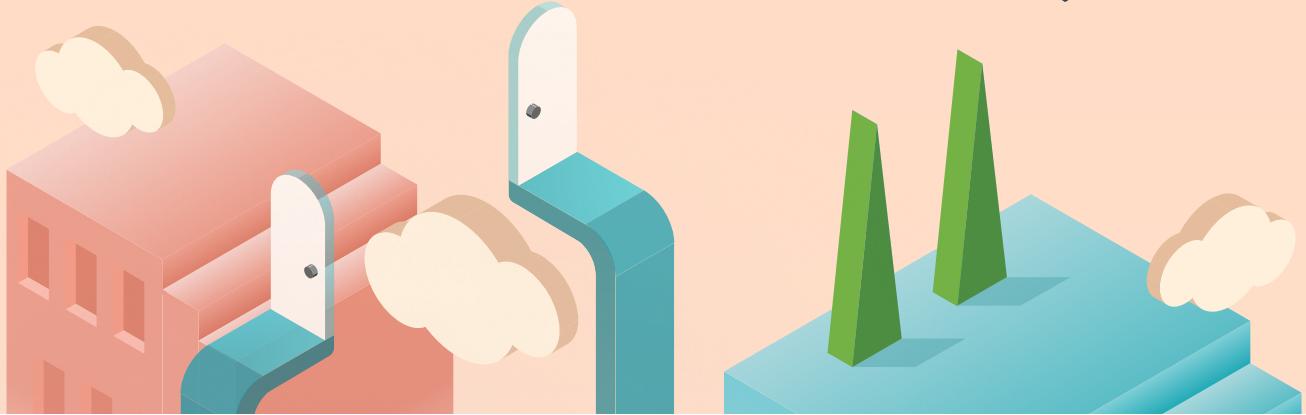
Sponsor an activity, event, or location

Throughout the hackathon, attendees participate in a variety of mini-games, social events, and workshops. If this interests you, we'd love to collaborate and find the perfect experience that aligns with your brand.

Non-monetary sponsorship

If your organization isn't directly focused on technology, or believe you can provide greater value through non-monetary contributions, let us know how you'd like to get involved!





Our Previous Sponsors





HawkHacks 2025

Thanks for considering us!

Join us and tap into the vibrant community of future innovators, strengthen your brand presence, and discover top-tier talent ready to make an impact.

Contact Us

hawkhacks.ca

sponsors@hawkhacks.ca

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