



HawkHacks 2024

Sponsorship Package

v3.5 | 2023-2024



📍 Waterloo, ON

🌐 hawkhacks.ca

📅 May 17th - May 19th, 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 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.

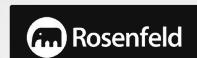
💻 Recruitment & Platform Testing

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



What are the Benefits?

	Bronzehawk US\$ 3,000	Silverhawk US\$ 5,000	Goldenhawk US\$ 8,000+
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Marketing

Logos on Website & Banners	medium	large	feature
Social Media Promotion (6k+ students)	x	x	x
Newsletter Feature	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
Dedicated Bounty Track/Prize Category	x	x	x
Send Mentors, Judges, & Recruiters		x	x

Recruitment

Sponsor Booth	x	x	x
Coffee Chats	x	x	x
Receive Student Resumes		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

sponsors@hawkhacks.ca

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

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