



MadHacks

# Sponsorship Package



November 10th-11th, 2024



University of Wisconsin–Madison



[madhacks.io](https://madhacks.io)



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# We are MadHacks!

After a successful fall event, MadHacks is back in full force to be the premiere hackathon in the midwest. We are a student-run organization that aims to bring together software developers, hardware engineers, and graphic designers for a special weekend of making the impossible.

We provide our hackers an opportunity to push their boundaries, cultivate their curiosity, and challenge the status quo.

On November 10th, 2024, over 300 driven students will come to the University of Wisconsin-Madison for 24 hours of building technology that has the potential to make a difference in the world!

## At our 2023 fall event, we had...

700+  
APPLICATIONS

15%  
UNDER  
-REPRESENTED  
GENDERS

250+  
HACKERS

25+  
SCHOOLS  
REPRESENTED

50+  
PROJECTS  
SUBMITTED

# Sponsorship Experience

We are excited to hold our revamped MadHacks event fully in person for 2024. Sponsors are what allows our event to thrive and create a positive experience for our hackers. Whether it be through sharing your own experiences, providing technical mentorship, or introducing hackers to exciting opportunities, you're helping us to shape the lives of many emerging developers, designers, and builders.

## Recruitment

### Resumes and Profiles

Have access to resumes, GitHub repositories, and LinkedIn profiles of some of the most competitive students in the tech industry.

### Watch Project Development

Observe the ultimate "behavioral interview." You will see how participants function in a high-pressure project delivery environment.

### Recruiters

Send recruiters to talk directly to our participants about summer internships or full-time jobs at our mini career fair before and throughout the event.

### Onsite Interviews

Conduct on-site interviews with hackers in a private room to find the person who is the best fit for your company.

## Connection

### Sponsor Prizes

Sponsor a specific prize that encourages hackers to use your platform or inspires them to build a solution to a problem that you are passionate about.

### Mentorship

Send mentors to assist our participants in using your company's API or platform.

## Brand Marketing

### Introduce Yourself

Showcase your company and product to over 250 driven individuals who are passionate in the field of technology.

### Brand Recognition

Offer promotional materials (stickers, t-shirts, water bottles, etc.) to build brand recognition.

# Sponsorship Tiers



## General

	Lake Wingra	Lake Monona	Lake Mendota
Send Hardware	●	●	●
Send Mentors	●	●	●
Sponsor a Company Specific Prize		●	●
Stage Time		2 min	4 min
Showcase at Open Ceremony			●

## Recruitment

Send Recruitment Materials	●	●	●
Resumes from Students		Attendees Only	All Applicants
Recruitment Table		●	●
Private Room for Onsite Interviews			●

## Promotion

Swag in Bag	●	●	●
Logo on Website	Small	Medium	Large
Logo on T-Shirt	Small	Medium	Large
Social Media Blast		1	2
Sponsor a Meal			●

\$1,000	\$3,000	\$5,000
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