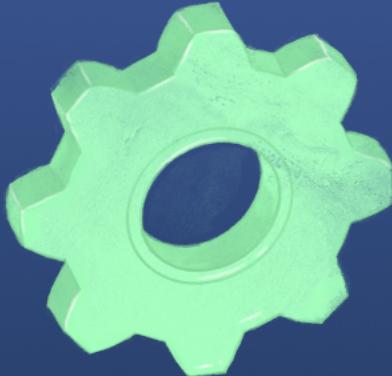




Sponsorship Package

- 📅 September 12–14, 2025
- 📍 University of Waterloo
- 🌐 hackthenorth.com
- ✉️ sponsor@hackthenorth.com



About Hack the North

Hack the North is **Canada's biggest hackathon!** Passionate and diverse minds are brought together from around the world. In just 36 hours, hackers leverage **engineering, design, and entrepreneurship skills** to dream big and build incredible projects. Our sponsors make it possible for hackers to turn their ideas into a reality.

At our 2024 event, we had...

8000+

APPLICANTS

1200

HACKERS

~300

GRADUATING STUDENTS

45%

WATERLOO STUDENT HACKERS

1000+

HACKERS INTERESTED IN RECRUITMENT

52

WORKSHOPS, PANELS, & MEETUPS

245

PROJECTS SUBMITTED

16

COUNTRIES

300+

FEMALE OR NON-BINARY IDENTIFYING HACKERS

Sponsor Experience

Sponsors make it possible for hackers to **dream big**. Whether it be through sharing your own experiences, providing technical mentorship, or introducing hackers to exciting opportunities, you help us unite over 1,000 emerging developers, designers, and builders from all around the world.

At Hack the North 2025, we're focusing on creating even more impactful connections between sponsors and hackers. From interactive sponsor workshops to personalized 1:1 networking sessions, hackers will have the chance to engage deeply with industry leaders and innovators. Fostering connections that often extend far beyond the 36-hour event.



Hack the North 2024 Opening Ceremonies



2024 Sponsor Bay in full swing



Cup-stacking 2024 showdown in action



Sponsor Party charcuterie spread

Past Keynote Speakers



Waterloo is probably the best up-and-coming startup city in the world. I was so impressed last year. (Hack the North) was certainly the best tech event I went to all year.

Sam Altman
CEO, OpenAI



Tiffani Ashley Bell
Founder & Executive Director
The Human Utility



Alexis Ohanian
Co-Founder & Ex-Chairman
Reddit

Attendee Stories



Michelle
Two-time Hack
the North Winner

"Hack the North provided inspiring speakers, mentors, workshops, food, coffee and free swag (lots of swag giveaways!). It all contributed to an awesome supportive environment that made it really fun to hack away."



Lucas
Beginner Hacker

"Three Brazilian medical students with 0 coding experience walk into a bar... One says to the others "Let's program something!" — no, this is not a joke. It's how my team ended up at Hack the North! Our journey went from learning Python, to coding a program with 2 NLPs, in less than 36 hours at the event!"

Our Past Sponsors



CITADEL | Securities



Jane Street®



hudson river trading



Plus hundreds more...



Recruiting

	Startup	Bronze	Silver	Gold
Contact us via email		\$8K	\$16K	\$30K Limited Spots
Company representative passes*	4	8	12	16
Recruiters on site**		1	2	3
Student resumes		Post-hackathon	Pre-hackathon	Pre-hackathon
Sponsor booth		1	1	2
QR scanned hacker contact info	●	●	●	●
Select table location		●	●	●
Profiles filtered by student interest		●	●	●
Coffee chats			●	●

Marketing

Monthly newsletter features	●	●	●	●
Logos on website/banners	●	●	●	●
Social media promotion	●	●	●	●
Swag in welcome bags	●	●	●	●
Website showcase			●	●
Opening ceremonies stage time			1 min	3 min
Closing ceremonies stage time				1 min
Name an area			●	●
Blurb in welcome booklet			●	●

Hacker Development

Host tech talk***	●	●	●	●
Host API prize****	●	●	●	●
Host API workshop	●	●	●	●
Present API prize on stage	●	●	●	●

Limited Add-ons

Sponsor an activity	\$3,500
Lightning challenge	\$2,500
Sponsor a snack	\$3,000 - \$5,000
Sponsor a meetup	\$3,500

* Includes 2 passes to opening ceremonies

** Recruiter passes are included in the Company representative passes

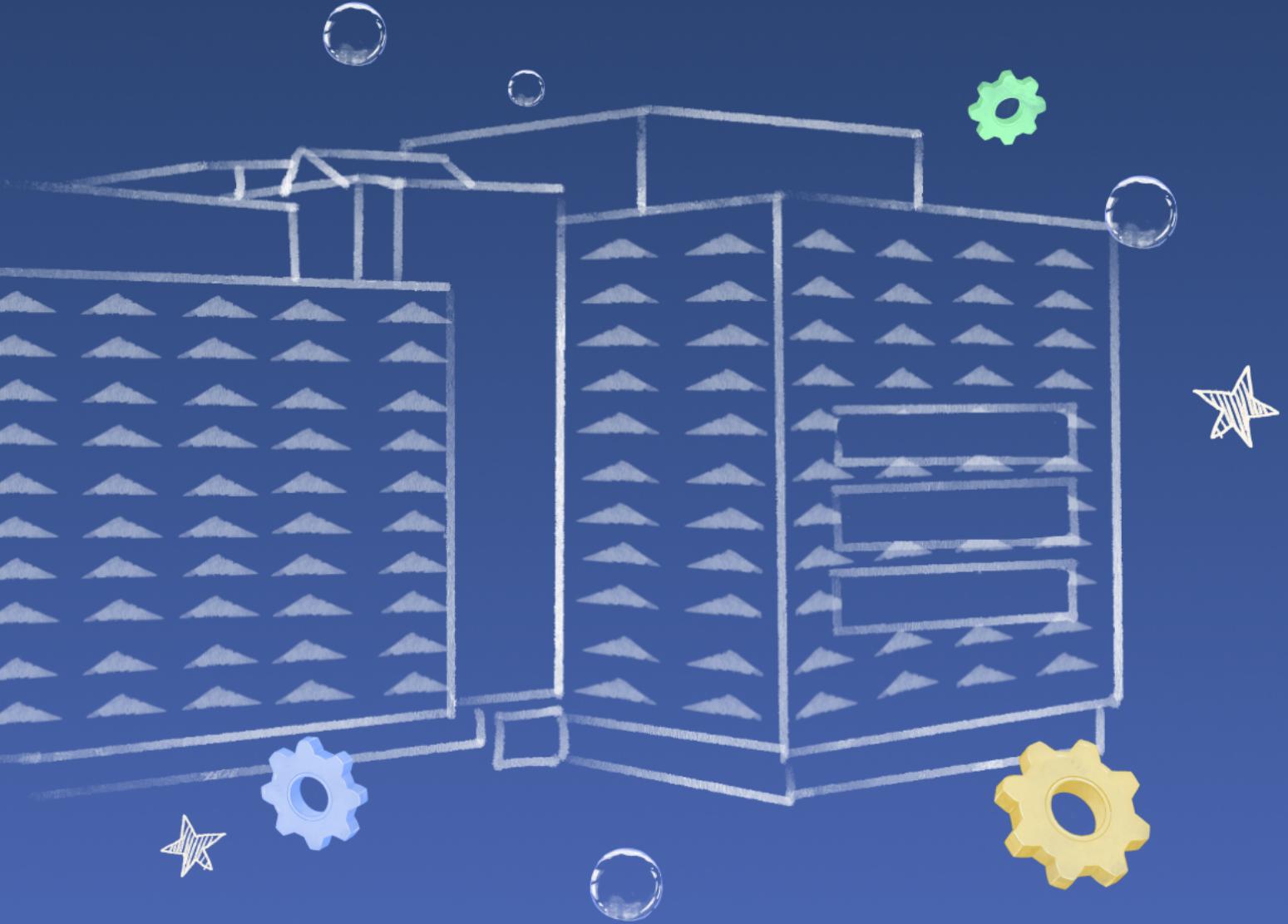
*** Tech talks are proposal-based

**** To qualify for an API prize, you must have a public-facing API





Hack the North



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