



# MASSEYHACKS

## II

## Dear Potential Sponsor,

12pm Saturday, May 21st

12pm Sunday, May 22nd

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[masseyhacks.ca](http://masseyhacks.ca)

[sponsorship@masseyhacks.ca](mailto:sponsorship@masseyhacks.ca)

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[MasseyHacks I Recap Video](#)

[MasseyHacks I Report](#)

MasseyHacks II is the first Canadian high school MLH member hackathon, organized by high school students, for high school students. It's happening from Saturday, May 21st to Sunday, May 22nd, 2016 at Vincent Massey Secondary School. After successfully hosting MasseyHacks I on February 27<sup>th</sup>, we are confident that MasseyHacks II will be just as successful, if not more. MasseyHacks II will be a 24-hour event, inviting over 200 students from across Ontario and Michigan to come together and build awesome projects. From innovative apps to the coolest hardware hacks, we are expecting the best from all our hackers. Please contact us if you have any questions regarding sponsorship or the event!

## Why Sponsor Us?

### VISION

MasseyHacks II will inspire the brilliant youths of our generation to continue their journey through the world of technology. Your support will ensure that all attendees will have the tools and resources necessary to foster learning and innovation.

### BRANDING

The high school students will get to experience your brand in person. These students could be using your API or product at our hackathon if given the chance, which is a perfect opportunity for your company to market and receive valuable feedback.

### COMMUNITY

By sponsoring MasseyHacks II, you are investing in the community as well as gaining goodwill. We will be bringing together the brightest minds of our community and putting YQG (Windsor) on the map with this groundbreaking event.

### RECRUITING

Does your company hire high school students and/or university freshmen as interns? Our event will gather the top high school talent from over Ontario and Michigan, which makes it a great opportunity for you to come and recruit students.

### USE OF MONEY

The funds raised will mainly be used to bring students the best possible experience. Funds will go towards t-shirts, food, prizes, swag and miscellaneous (plates, emergency cash, lanyards, etc.) costs.

Finally, if funding permits, we hope to send a bus from Toronto to bring the brightest minds from the Greater Toronto Area down to MasseyHacks II.

### WHAT CAN I GIVE?

There are many ways that sponsors can help out and all forms of aid are appreciated! Included below are the sponsorship tiers. Other ways of helping include branded blankets/pillows, food and prizes. Let us know if you have other creative ways to support us in mind!

As a part of the non-profit organization, Greater Essex County District School Board, we will be able to issue donation receipts if the sponsorship fund from your company is processed through the School Board.



## Sponsorship Tiers

Interested in being an API-only sponsor? Contact us!

	Tiers	Supporter	MEGA	GIGA	TERA	Co-host*
	Cost (\$)	250~500	500	1000	2500	4500
GENERAL	Mentors on Site		✓	✓	✓	✓
	Company Talk (API demo) during Opening			1 min	3 min	5 min
	Booth				✓	✓
	Tech Talk/Workshop				✓	✓
	Company Judge					✓
	MasseyHacks, Co-hosted by [You]					✓
BRANDING	Thanked at Opening/Closing	✓	✓	✓	✓	✓
	Logo on Website	✓	✓	✓	✓	✓
	Logo on Tshirt		✓	✓	✓	✓
	Distribute Swag		✓	✓	✓	✓
	Swag in Welcoming Package			✓	✓	✓
	Social Media Shout-outs			✓	✓	✓
	Logo in Program				✓	✓
	Logo on All Distributed Materials					✓
RECRUITING	Distribute Recruiting Material			✓	✓	✓
	Access to Resumes/Githubs/LinkedIns				Post	Pre
	Send Emails to Participant					Max 3

\*Maximum two sponsors at this level

À LA CARTE**		
Sponsor a Meal	Sponsoring an Activity/Workshop	Sponsoring a Bus
\$750	\$1000	\$2000

\*\*Please note that À La Carte can only be added on to tiers with the same value or higher

## Interested?

Please contact us at [sponsor@masseyhacks.ca](mailto:sponsor@masseyhacks.ca). All tiers are negotiable and we would be more than happy to discuss a custom tier for you. If you are interested in a perk that isn't a part of your tier, or if you would like to trade a perk for another, let us know and we'll see what we can do!



## MENTORS

Sending mentors from your company is a great way for your company to interact with our hackers! The companies that will be remembered the most by our hackers will be the ones whose mentors helped them through any problems and bugs they might encounter, and guided them to success. We will be looking for mentors with knowledge in specific technologies that our hackers are interested in from our sponsors. Please let us know in advance if you can send any mentors so we are ready for them!

## COMPANY TALK/API DEMO

Your company talk/API demo during the Opening Ceremony is your chance to directly speak to the 200+ participants at MasseyHacks II. With your allotted time, you can talk about anything you would want our hackers to know about your company or your product. We will also have audio equipment and a projector for any of your presentation needs.

## BOOTH

Your booth will be your company's physical representation at our hackathon. The sponsor booths will be placed in an open location at our event to maximize your company's visibility. We recommend that you send a representative from your company (an evangelist or mentor) who will be able to talk about your company and answer any questions from our hackers. To best utilize this space, we recommend providing swag (pens, sunglasses, note pads, stickers, t-shirts, etc.) for the attendees to pick up as they visit.

## TECH TALK/WORKSHOP

A tech talk/workshop by your company is a great way for your company to educate our hackers in your products, give them career tips, or discuss entrepreneurial topics. If your company will not be able to send a representative but you would still like to claim this perk, please let us know what you would like the workshop to be about and we can provide an organizer to run the workshop. Please send us your slides for the workshop before the event.

## COMPANY JUDGE

With this perk, your company will be able to send judges to select our top hacks from the project demonstration session at the end of the event. We recommend these judges to have some background in technology or entrepreneurship to provide the best possible judging for our event! A judging guide will be sent to these judges before the event.

As the event approaches, we will contact you regarding how many judges your company may provide. It is guaranteed that your company will be able to send at least one judge.

## CO-HOSTED BY [YOU]

By co-hosting MasseyHacks II, you and your company's name will be promoted in everything MasseyHacks II does. This means that your name will come with every mention of our event by us. Your organization will gain the maximum exposure with this perk, especially since MasseyHacks II is furthering Canada's journey into the world of hacking, which is constantly growing with potential employers, business partners, and markets. As Canada's first Major League Hacking High School hackathon, our event will go down in the history of Canada's hackathons! MasseyHacks II will be sure to gain a large media audience (you can check out MasseyHack I's media coverage here: <http://mh1.masseyhacks.ca/media/>).

## BRANDING

Logos on all of our promotional materials will be scaled proportionally to the sponsorship tier you choose. We will be giving media shout outs on our [Facebook page/event](#) and [Twitter account](#). Possible external coverage would come from media outlets present at the event.

## RECRUITING

We will be providing attendee information to you before or after the event depending on your tier. Your ability to distribute recruiting materials at the event is also a great way to let our hackers know that you are hiring. Pre-event attendee information will be sent no later than two weeks before MasseyHacks II and post-event attendee information will be sent a week after the event.

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