



MasseyHacks IX

Sponsorship Prospectus

2022-2023

WHAT IS MASSEYHACKS?

MasseyHacks, currently in its 9th iteration, is the oldest high school hackathon in Canada. This event is free to attend and welcomes **160+ students** in grades 7-12 to participate in-person from **May 6th to May 7th at Vincent Massey Secondary School**. Students from all over Windsor-Essex will work alone or form teams to actualize their ideas by creating a software/hardware project. All projects will be judged, and prizes will be awarded to the best projects in each category. Throughout the hackathon, students will also participate in numerous activities, including workshops and challenges that explore various fields of computer science.

OUR VISION

MasseyHacks is an opportunity for students to learn, collaborate, and create in the realm of computer science. We aim to host an event where students at any level from any background can bring their unique skills together to build something truly amazing. MasseyHacks gives passionate innovators the chance to showcase their talent and creativity as they explore technology and bring their ideas to life. Our goal is to empower future problem solvers by providing an enriching experience that fosters their passion.



WHY SPONSOR US?

By becoming a sponsor, you will create meaningful connections with the intellects and developers of tomorrow. During the event, a representative from your company will have the opportunity to interact with participants through live demos and discussions and hold tech talks to spark interest in your work. We will also feature your company on our social media and website and allow you to distribute materials to promote your brand. By sponsoring MasseyHacks, you will leave your mark on the next generation of innovators.

HOW YOU CAN HELP

Providing monetary contributions will place your organization in one of three sponsorship tiers: Bronze, Silver, or Gold, depending on the amount. Higher tiers unlock more perks and opportunities to market your brand or promote your products. You can also support us by providing non-monetary resources, such as food, hardware, equipment, services, etc. Non-monetary contributions will also count towards a sponsorship tier and unlock the respective benefits.

Note: “Greater Essex County District School Board” will only be able to issue a tax receipt for you if you send your monetary contribution as a donation.



SPONSORSHIP TIERS

TIERS ARE ONLY A GUIDELINE

If you are interested in sponsoring MasseyHacks or have any questions or concerns, please contact us at sponsorship@masseyhacks.ca. All tiers are negotiable, and the MasseyHacks team is open to customizing your sponsorship package to best fit your organization's needs.

TIERS	BRONZE	SILVER	GOLD
COST	\$500	\$1000	\$2000

General

Send Company Representatives *  Get the opportunity to interact directly with hackers by sending experienced representatives to the event.	✓	✓	✓
Company Prize/Sponsor Category **  Encourage students to develop projects directly related to your company and award prizes for the best use of your API/tools.	✓	✓	✓
Open Ceremonies Talk  Showcase and introduce your company to a diverse audience by speaking about your company at the beginning of the event.		1 MIN	3 MIN
Company Judge ***  Increase company awareness by interacting with hackers face-to-face to select our top hacks from the project demonstrations.		1	2
Tech Talk/Workshop  Get hackers excited about your company by demonstrating your products or discussing topics related to your company.	✓	✓	✓
Swag Distribution  Promote your company by showing off and giving out swag such as stickers, t-shirts, water bottles, and more!	✓	✓	✓



Branding

Logo on Event Website and T-Shirt



Showcase your brand and increase recognition by promoting your logo on our website and T-Shirt

Small

Medium

Large

Social Media Shoutout



Increase brand recognition and get hackers excited by being featured on our social media accounts.

Pre-Event

Pre + Post Event

Recruiting

Distribute Recruiting Material



Showcase and promote opportunities such as co-op placements at your company by distributing related career materials.



Access to Resumes/GitHub/LinkedIn



Network and gain direct access to the talented minds from across Windsor-Essex.

Post-Event

Pre-Event

Participant Emails



Expand your company's influence by contacting students via email about opportunities affiliated with your company.



Sponsor a Meal



You can also directly sponsor a meal at MasseyHacks as a **standalone tier or an add-on**. Not only will you unlock **Bronze tier perks**, but we will also name your organization as the sponsor of that meal on our event schedule. "Sponsor a Meal" is limited to five organizations (at most one sponsor for each of the five meals).

\$1000

* Please let us know in advance if you will be providing mentors so we can prepare their resources in advance.

** You may send a representative or have our judges determine the winners.

*** A judging guide will be sent prior to the event - it is preferable that judges have a background in technology.





 masseyhacks.ca

 sponsorship@masseyhacks.ca