MASSEYHACKS VIII
SPONSORSHIP PROSPECTUS
2021-2022

WHO ARE WE?

MasseyHacks is Canada's oldest and largest high school hackathon, currently in its 8th edition. This free, hybrid **24-hour** event will be taking place from **May 14th** to **May 15th** at Vincent Massey Secondary School in Windsor, Canada. MasseyHacks will be filled with thrilling opportunities for students to learn and create in the realms of computer science and technology. Students will have the option between participating in-person or virtually.

This year, MasseyHacks VIII will be preceded by **MasseyHacks: JumpStart**, a 5-week collection of events intended to expose students to a diverse set of workshops, challenges, and activities in topics ranging from web development to hardware and more! With the help of hands-on workshops and experienced mentors, JumpStart will help students build a strong foundation upon various STEM-related topics and pave the way for developing their skillset. MasseyHacks aims to inspire students' creativity, ingenuity, and desire to learn. We anticipate that these events in total will bring in **over 250 students** from the Windsor-Essex region and around the world.

JUMPSTART WEEK DESCRIPTIONS

Week 1

Learnathon

Introducing basic programming logic and syntax.

Week 2

Web Dev

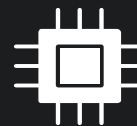Creating static websites with HTML and CSS.

Week 3/4

Game Jam

Designing simple games using the Unity 3D game engine.

Week 5

Hardware

Building hardware projects using Arduino and TinkerCAD.

OUR VISION

MasseyHacks is a longstanding annual event that provides an opportunity for students in grades 7-12 to immerse themselves in the world of technology. Our goal is to cultivate an inclusive environment where students coming from all backgrounds can explore computer science and engineering and gain valuable experiences for their future. MasseyHacks aims to inspire a new generation of creators and provide them with the tools to build a better tomorrow.

WHY SPONSOR US?

MasseyHacks isn't just for students, but it's an opportunity for *you* to market your brand and connect with the next generation of changemakers. As a sponsor, not only will your company be recognized on our website and social media pages, but you'll also get the chance to advertise your products and software through demos, hold technology talks to live audiences, promote your company by distributing swag, and more! You'll be able to directly interact with a passionate community of creators and build relationships unattainable elsewhere.

HOW CAN YOU HELP

Monetary contributions will be divided into three tiers: Bronze, Silver, and Gold. Organizations will be placed into these categories based on the monetary value of their contribution. Higher grants and donations will provide organizations with more perks and opportunities to promote and market their brand. If you would like to contribute to our event in non-monetary resources, we also accept hardware, learning tools, food, equipment, and other materials. Non-monetary contributions will also count towards a sponsorship tier and its respective benefits.

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

SPONSORSHIP TIERS

TIERS ARE ONLY A GUIDELINE

If you're 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

MasseyHacks

	BRONZE	SILVER	GOLD
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.	✓	✓	✓
Opening 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 demonstration portion of the event.		1	2
Tech Talk/Workshop Get hackers excited about your company by teaching them a new skill, 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

	Small	Medium	Large
Logo on Event Website Showcase your brand and increase recognition by promoting your logo on our website.			
Social Media Shout-Out Increase brand recognition and get hackers excited by being featured on our social media accounts.		Pre-Event	Pre + Post Event

Recruiting

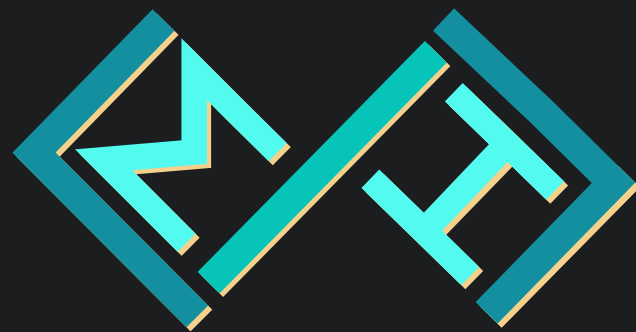|	Small	Medium	Large
Distribute Recruiting Material Showcase and promote opportunities such as co-op placements at your company by distributing related career materials.	✓	✓	✓
Access to Resumes Network and gain direct access to the talented minds from all over the world.		Post-Event	Pre-Event
Participant Emails Expand your company's influence and network with students by contacting them via email about the opportunities affiliated with your company.			✓

Adopt a Week

Put your company into the spotlight by sponsoring an entire week of activities during **MasseyHacks: JumpStart**! It's a fantastic way to promote your company and create familiarity with your brand. A list of available weeks will be provided. Please note that this tier can be considered as both a standalone and an add-on. **Includes Bronze tier perks.**	**$750**

* 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