



MasseyHacks XI

Sponsorship Prospectus

2024-2025

WHAT IS MASSEYHACKS?

MasseyHacks, Canada's oldest high school hackathon, is back for its 11th iteration. With over 160 participants from elementary to Grade 12, this in-person event will be held from May 17th to May 18th at Vincent Massey Secondary School. During these two days, MasseyHacks hosts students from all over Windsor Essex and beyond and encourages them to engage their problem solving and creativity skills to create software or hardware projects that are judged for prizes in various categories. Throughout the event, there will also be many activities and workshops available for the hackers to conquer and discover, exploring the many branches of computer science and technology.

OUR VISION

MasseyHacks aims to immerse individuals into the world of technology by cultivating an inclusive environment where innovators can showcase their abilities and work together to create amazing projects. Students from all levels and backgrounds will explore new topics and foster their passions. By uniting their diverse skills and bringing their ideas to life, students gain valuable real-world experience. MasseyHacks provides the tools and opportunities to learn, collaborate, and create, and we strive to empower and inspire future generations of problem solvers and inventors.



WHY SPONSOR US?

Sponsoring MasseyHacks XI gives you the chance to market your brand and build connections with the trailblazers of tomorrow. During the event, a representative from your company will get to showcase your products and software through demos, engage with participants by hosting tech talks and workshops, and hand out materials to promote your company. You will also be featured on our website and social media platforms, ensuring that your brand gains valuable exposure. Being a sponsor not only amplifies your company's visibility, but also fosters lasting relationships with the brilliant minds driving future technological innovation.

HOW YOU CAN HELP

Support our event and elevate your brand by joining one of our sponsorship tiers: Bronze, Silver, or Gold, based on different contribution levels. Each tier unlocks exclusive perks and marketing opportunities to showcase your organization's brand and products while helping create a memorable experience for hundreds of participants and volunteers. Additionally, we would greatly appreciate in-kind contributions such as food, hardware, equipment, and services. Non-monetary donations also qualify toward sponsorship tiers, providing your organization with access to the associated benefits.



SPONSORSHIP TIERS

TIERS ARE ONLY A GUIDELINE

If you are interested in sponsoring MasseyHacks or have any questions or concerns, please contact us at hello@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 as mentors . | ✓ | ✓ | ✓ |
| 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 | Small | Medium | Large |
|--|-------|-----------|------------------|
|  Showcase your brand and increase recognition by promoting your logo on our website and T-Shirt. | | | |
|  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. | | | |
|  Network and gain direct access to the talented minds from across Windsor-Essex. | | Post-Event | Pre-Event |

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 |
|---|---|--------|

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.

* 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

hello@masseyhacks.ca