



CATHACKS

Sponsor Information

Selected from a pool of applicants representing colleges across the nation, the top 300 students are invited to the University of Kentucky to develop web, mobile, and hardware projects in this 24-hour competition.

April 15 - 16, 2017
www.cathacks.com

Why sponsor?

Sponsors receive these great benefits (and more!)



Recruiting

CatHacks attracts the most motivated students in the area, and sponsorship will give you incomparable access to the industry's top tech talent.



Branding & Exposure

Whether you are distributing merchandize or sponsoring meals and side-events; your brand will be talked, tweeted and shouted about through various outlets. This will further establish company rapport and brand recognition.



Product Feedback

Although students are free to create their own hacks, sponsors can influence them to use their products through branded prizes and API demos. This can provide you with invaluable feedback from the youngest minds in the field

Sponsorship tiers

	\$1000	\$3000	\$5000	Title Sponsor (Top Bid)
General				
Send Mentors	◆	◆	◆	◆
Sponsor Table	◆	◆	◆	◆
Opening Speech/Demo		2 minutes	5 minutes	5 minutes
Sponsor Side Event		◆	◆	◆
Present Prize on Stage			◆	◆
Hacker Chat Access			◆	◆
Recruiting				
Promote API	◆	◆	◆	◆
Collect Resumes		After	Before	Before
Post-Event Email			◆	◆
Branding				
Distribute Merchandise	◆	◆	◆	◆
Logo on Website	◆	◆	◆	◆
Logo on T-Shirt		◆	◆	◆
Sponsored Snack		◆	◆	◆
Social Media Shoutout		◆	◆	◆
Sponsored Meal			◆	◆
Cathacks Brought to you by...				◆

Questions? Contact us directly at sponsor@cathacks.com

Appendix

Below you can find more information about what each sponsorship tier has to offer.

Send Mentors

Being a mentor at CatHacks is a great way to interact with the participants, provide help with company APIs or other technologies, and further establish company rapport and brand recognition.

Sponsor Table

We provide all sponsors with a place for your reps to hang out, display company materials and interact with participants.

Opening Speech/Demo

You will be given a time slot during the opening ceremony, to talk about your company and promote your API or other product.

Sponsor Side Event

Show participants there is some room for fun in your company's culture. Giant bowling, arcade games and tech trivia are some examples. Not sure what to do? We will host a fun even and give you all the credit!

Present Prize on Stage

Get up there in front of everyone during the award ceremony and present your prize to the winners. (Everyone is allowed to donate a prize and we'll tell them it's from you, but who doesn't love the spotlight?)

Hacker Chat Access

All participants will be connected to a live chat for the duration of the event. As a premium sponsor you will have access to this channel to answer questions, promote your brand and influence the students to use your product.

Distribute Merchandise

Sending company swag (t-shirts, laptop stickers, water bottles, cards, pens, etc.) for participants is an easy way to build company brand recognition.

Sponsored Meal/Snack

You get credit for providing a snack or a full meal. "This dinner is brought to you by – Your Company Name here – ."

Sponsored Meal/Snack

"This dinner is brought to you by – Your Company Name here – ."

Social Media Shoutout

We will give a shout out on all social media accounts as soon as you sponsor us, and again sending out a huge "Thank You" once the event ends.

Cathacks Brought to you by...

This is the big one, stand out from the crowd by being the Title Sponsor. The highest bidder will get all the benefits from the other tiers as well as be listed everywhere as the co-host of CatHacks 3.

"CatHacks 3 brought to you by – Your Company Name here – ."