



March 10 - 11, 2018

## WHAT IS MENLOHACKS?

MenloHacks is a student-run hackathon hosted at Menlo School in Atherton, CA, now in its third year. At the event, students will be able to devote 24 hours to developing their coding and tech skills through building an app that solves some identified issue in the world. Students will have the opportunity to learn about various new technologies, hone their programming skills, or even learn basic programming from scratch. By the end, every student will have a working demo of their project that is ready to be judged by leading figures in the technology industry. We aim to help high school students with any level of coding skill get interested in computer science by giving them the opportunity to make something cool in a fun and supportive environment. To this end, MenloHacks also works closely with M-Best, Menlo's women in STEM program.

## OUR TRACK RECORD

MenloHacks II, which took place in March 2017, was a great success that built off of the MenloHacks I event, hosted in April 2016. Approximately 150 students attended each (some from as far as San Diego!), and it was the first hackathon for about 2/3 of attendees. Attendees created a wide array of projects at both events. A winning hardware project at MenloHacks II used neural networks and image processing to create a [prototype keyboard](#) for people diagnosed with ALS. MenloHacks I included the winning [UberScheduler app](#), which allowed users to schedule Uber rides ahead of time, before Uber added this feature natively. Past judges have included Susan Wojcicki (CEO of YouTube), Dennis Woodside (COO of Dropbox), and Scott Forstall (Former SVP of iOS at Apple). A full video recap of last year's event can be found [here](#).

## LOGISTICS?

MenloHacks will host approximately 200 students from various high schools (any high schooler is eligible to apply). The event will be held from 10AM on March 10th to 2PM on March 11th, 2018 at Menlo School, located at 50 Valparaiso Avenue, Atherton, CA, 94027.

## WHY SPONSOR MENLOHACKS?

Sponsoring MenloHacks allows you to:

- **Connect with young computer scientists.** Both MenloHacks I and MenloHacks II were the first hackathon for around 2/3 of their attendees. Sponsoring MenloHacks III will allow for the rare opportunity to make an early impression on upcoming software engineers. All students remember their first hackathon; the companies that are present will make a long-lasting impression.
- **Strengthen your brand.** Your company will be seen supporting the next generation of computer programmers. Attendees and observers alike will admire your commitment to the community and computer science education. Students will view your company as “hip” and therefore be more likely to view your company in the same domain as companies frequently featured in popular culture.
- **Distribute company swag (i.e paraphernalia).** Many students won’t have very many T-shirts with company logos on them by nature of having not been to many hackathons and/or career fairs before. This means students are likely to view your company’s swag as special and wear it more often.
- **Evangelize your API.** At this stage in the student’s programming career, they are unlikely to be familiar with all the various APIs on the market. By sponsoring MenloHacks students will know of your API first and therefore be more likely to be loyal to it throughout their programming career.

## WHERE WILL YOUR MONEY GO?

Your money will help cover all the costs of the event. This includes food, beverages, background checks for chaperones, prizes, and hackathon swag.

## SPONSORSHIP TIERS



Tier	Bronze	Silver	Gold	Platinum*
Cost	500	1000	2500	5000
Can Distribute Swag (i.e paraphernalia)	✓	✓	✓	✓
Thanked at Opening Ceremony	✓	✓	✓	✓
Thanked at Closing Ceremony	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓
Mentors	✓	✓	✓	✓
Table in Sponsor Section		✓	✓	✓
Can Give Branded Prize		✓	✓	✓
Logo on T-shirt		✓	✓	✓
Host a Workshop		30 mins	1 hour	1 hour
Talk at Opening Ceremony		1 min	2 mins	5 mins
Talk at Closing Ceremony			1 min	5 mins
Logo on Banners at Event			✓	✓
Logo in Email Blasts			✓	✓
Branded Meal			✓	✓
Push Notifications Sent Via Official App			2	4
Send Post-Event Email			✓	✓
Access to Email List				✓
MenloHacks Co-hosted by You				✓

\*Platinum tier is limited to one company.

Note: Menlo School is a registered 501(c)(3) organization so donations should be tax deductible.

## QUESTIONS?

Contact [sponsor@menlohacks.com](mailto:sponsor@menlohacks.com). All sponsorship tiers are negotiable.

