



March 14-15, 2020

## WHAT IS MENLOHACKS?

MenloHacks is a student-run hackathon hosted at Menlo School in Atherton, CA, now in its fifth year. At the event, students will be able to devote 24 hours to develop their coding and tech skills through building a project that solves an 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. MenloHacks also works closely with M-Best, Menlo's women in STEM program, thus encouraging more female participation in engineering.

## OUR TRACK RECORD

MenloHacks IV, which took place in March 2019, was a large step forward for MenloHacks. Over 160 hackers attended and 24 projects were created in total. At MenloHacks IV, the top prize was awarded to [ANNE](#), which created was an analog neural network. A [winning hardware project](#) at MenloHacks III was a prototype device to provide early diagnosis of diseases based on a patient's vital signs. Past judges have included Susan Wojcicki (CEO of YouTube), Dennis Woodside (President of Impossible Foods), 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 10 AM on March 14th to 2 PM on March 15th, 2020 at Menlo School, located at 50 Valparaiso Avenue, Atherton, CA, 94027.

## WHY SPONSOR MENLOHACKS?

Sponsoring MenloHacks allows you to:

- **Connect with young computer scientists.** Sponsoring MenloHacks IV 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. In addition, other items such as stickers are always very well received by attendees.
- **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, which receives no funding from the school. 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.

