



HACKUMBC

October 7th-8th

UMBC

AN HONORS UNIVERSITY IN MARYLAND

1000 HILLTOP CIRCLE
BALTIMORE, MD 21228

ALL FUNDS RAISED WILL BE ADMINISTERED BY THE UMBC FOUNDATION FOR THE BENEFIT OF HACKUMBC



What is HackUMBC?

The University of Maryland, Baltimore County's 24-hour tech innovation marathon where students across the East Coast collaborate on new ideas to build mobile, web and hardware projects. HackUMBC invites diverse groups of students to enjoy a weekend of hacking, workshops, tech talks, networking, and other fun activities. At the end of 24 hours, participants' projects are presented and judged for different prize categories from sponsors and other organizations.

Why Sponsor?

Over the past four years, HackUMBC has created a pipeline for talent and networking opportunities within the student-developer community in the Baltimore/DC Region. In our first hackathon, in Fall 2013, we had 87 students attend; in Fall 2016, within three years, we saw numbers drastically increase to 493 participants. With our growing numbers, we expect to see more students for our 6th hackathon. As a sponsor, you can gain access to student portfolios and resumes before/after our event. During our event, you can showcase your APIs and see what creative projects students build using them. HackUMBC is a welcoming space for students who are new to hacking and sponsors can take part in that by providing mentorship and inspiration to these young engineers and future tech leaders.

What is the Goal of Hackathons?

The goal of hackathons is for students to learn new skills in a fun, dynamic environment. Sponsors help make experiences like this possible and aid in helping us foster a growing and active technical talent community in the Baltimore region. As student leaders, we strongly believe in helping to foster communities that offer support and assistance to people of all backgrounds. Sponsors play a pivotal role by supporting efforts like this while also benefitting from the opportunities that are made possible by it.

If you are interested in checking out last year's projects, you can find them at:
<https://hackumbcf16.devpost.com/submissions>

SPONSOR LEVELS

Number of Attendees: 500

	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Diamond \$8,000
GENERAL				
Sponsor table	●	●	●	●
API / Product Demo/Introduction (During opening ceremonies)		2 min	2 min	2 min
Keynote (opening)				●

RECRUITING				
Distribute materials (ie position openings, company information pamphlet, credits) on table	●	●	●	●
Resumes		Post-event	Pre-event	Pre-event
Recruiters on-site		1	2	2
Host on-site Interviews			2 hours	4 hours

BRANDING				
Logo on website & t-shirt	●	●	●	●
Award branded prize	●	●	●	●
API directory (email/paper)	●	●	●	●
Blurb in program (paper)			●	●
Logo on Event Banner			●	●
Swag & Recruiting Material in Bags				●
Logo on swag bag				●
Branded meal (1)				●
HackUMBC co-hosted by you				●

ENGINEERING				
Bring hardware	●	●	●	●
Send mentors (Engineers)	●	●	●	●
Tech Workshop		●	●	●
Sponsored Talk (during hackathon)			●	●

À LA CARTE				
Sponsor the Midnight Snack	\$1,000			



Recruiting

Sponsors get access to the best students from universities across the East Coast. We deliver Pre-Event resumes no later than two weeks before the event. Post-Event resumes are sent within a week after the event. Recruiters are also given 24 hours on-site access during the hackathon to meet students at their tables.

Sponsorship Table

Sponsor tables are in a central location where students can engage with sponsors. Tables are a great way to display pamphlets, promotional materials, give out free swag and a way to ensure a company presence at our hackathon. Sponsors are welcome to bring hardware or other products to demo to students.

Branding

All tiers of sponsorship include company names/logos on our website, T-shirts, pamphlets, and flyers. Higher-tiered sponsorships will include company logos printed on our event banner and swag bags. All sponsors will be eligible to award their own prizes to student submissions of their choosing. Prizes will be announced during closing ceremonies of the hackathon after students demo their projects and present the top projects to the audience.

Workshops and Mentors

Along with working on their projects, students have the opportunity to attend workshops and tech talks. Sponsors who host these workshops can meet and mentor students who are ready to be hands-on in learning a new skill, language or topic. Mentoring is a great opportunity for sponsors to interact with students in meaningful ways and help them build the best projects possible.

We have a list of possible workshop topics that will cater to students with many different skill levels. Some of the topics to choose from are listed below. If sponsors have suggestions or topics they are passionate about and think they would interest students, we'd be happy to work with you to create a custom workshop.

- Intro to Web Development (HTML/CSS, Javascript)
- Android/iOS Development
- How to Present a Project
- Using Git
- How to use your API
- Tackling the Technical Interview

For more information or questions please contact us at sponsor@hackumbc.org