# HACK(H)ER 413

**THE FIRST ALL-WOMEN AND NON-BINARY STUDENT HACKATHON IN WESTERN MASSACHUSETTS**

**WHERE**
UMASS AMHERST

**WHEN**
24 HOURS FEB 2019

**WHO**
WOMEN & NON-BINARY STUDENTS

# WHAT IS HACK(H)ER 413? 🐝

**A hackathon for women and non-binary students at UMass Amherst to encourage, empower, and motivate students to learn, collaborate, and grow as innovators in tech.**

Our mission is to encourage more women in the UMass Amherst and Five College community to become involved in tech-related fields and explore a new spark of interest in innovation regardless of their major or different backgrounds. At UMass Amherst, we champion ourselves in our strive for diversity, which is a unique characteristic brought to HackHer 413 as we are a safe atmosphere for women of all gender, ethnic, or socioeconomic backgrounds to innovate and have fun. This event is completely free cost for all attendees, and we will provide the Wi-Fi, food, swag, and workspace!

**The following are our principal goals for the event:**

1. Create a welcoming hacking environment: We aim to create a welcoming and supportive atmosphere in which women of all walks of life feel capable to their best.

2. Celebrate first time hackers: Hackathons can be intimidating. HackHer 413 will be inclusive to any level of coder to ensure that they feel supported from the very beginning.

3. Encourage women from any major or career interest: From computer engineers to English majors, this hackathon will be promoted to every student within the university interested in having fun with technology.

HackHer413 has received unparalleled support from the UMass Amherst College of Information and Computer Sciences (CICS). With help from the CICS Director of Diversity, Erika Dawson-Head, HackHer413 was created to promote diversity and inclusion in the Western Massachusetts computer science community. HackHer413 is also in close collaboration with HackUMass, the long-standing hackathon that brings in over 900 hackers every fall. With resounding support throughout the computer science community HackHer413 is bound to be a great success.

# WHY SPONSOR US?

As a sponsor of HackHer 413, your company will have the unique opportunity to interact with some of the brightest innovators of tomorrow. All attendees will come from different backgrounds and experiences, which creates a diverse pool of thought and innovation. As a sponsor, you will be some of the first professionals the attendees gain exposure to in the tech industry and are the foundational companies they will connect with. Your API/Product Demos will be an inspiration to students wanting to create the next level of the technology for the future.

Your sponsorship donation will go directly towards the attendees in terms of creating a welcoming venue, providing delicious comfort food, presenting motivating prizes, and overall providing all the attendees with a holistic hackathon experience.

*All of the sponsorship packages are listed on the next page, however, it is crucial to note that the sponsorship level parameters are negotiable and sponsors can have unique packages customized to their sponsorship abilities.*

| | Bronze $1,000 | Silver $2,000 | Gold $3,000 | Platinum $5,000 | Sister $7,000 |
|---|---|---|---|---|---|
| **General** | | | | | |
| Send Mentors | 🐝 | 🐝 | 🐝 | 🐝 | 🐝 |
| Rep in API Directory | | 🐝 | 🐝 | 🐝 | 🐝 |
| Sponsored Prizes | | 🐝 | 🐝 | 🐝 | 🐝 |
| Tech Talks (Workshops) | | | 🐝 | 🐝 | 🐝 |
| Create Your Own Challenge | | | | 🐝 | 🐝 |
| Mention at Opener/Closer | | | | 🐝 | 🐝 |
| API/Product Demo | | | | | 🐝 |
| **Recruiting** | | | | | |
| Distribute Recruiting Materials | 🐝 | 🐝 | 🐝 | 🐝 | 🐝 |
| Table in Career Fair | | 🐝 | 🐝 | 🐝 | 🐝 |
| Send Recruiters | | | 🐝 | 🐝 | 🐝 |
| Interview Booth | | | | | 🐝 |
| Access to Participant Resumes | Post-Event | Post-Event | Post-Event | Pre-Event | Pre-Event |
| **Branding** | | | | | |
| Company Logo on Website | 🐝 | 🐝 | 🐝 | 🐝 | 🐝 |
| Distribute Swag | 🐝 | 🐝 | 🐝 | 🐝 | 🐝 |
| Company Logo on HackHer413 Official Shirt | | | | 🐝 | 🐝 |

**Send Mentors**

Employees (engineers and anyone excited about tech) may volunteer to serve as mentors at the hackathon to help participants with creating their projects.

**Rep in API Directory**

Your company's API will be offered to participants to utilize in the building of their projects; this provides your API with a chance to familiarize with the next generation of engineers.

**Sponsored Prizes**

Your company will donate prizes (such as hardware, company tours, or special swag) for a specific category.

**Tech Talks (Workshops)**

A company representative can host a workshop on any topic related to the tech industry. This is a great way to introduce to participants the tech that your company is involved in creating.

**Create Your Own Challenge**

You can create a challenge relevant to your company or industry for hackers to create solutions for & the challenge will be branded with your company name.

**Mention at Opener/Closer**

During our opening and closing ceremony, your company will be introduced and recognized for their contributions to the hackathon.

**API/Product Demo**

During our opening and closing ceremony, your company will have the opportunity to present a demo of your API or product.

**Distribute Recruiting Materials**

Your company will have the unique opportunity to distribute materials for job/internship hiring.

**Table in Career Fair**

Your company will have a table in our career fair where you can distribute swag, recruiting materials, and present your company to individuals looking to become a part of your mission.

**Send Recruiters**

Your company can send recruiters to the hackathon to meet with participants and conduct interviews.

**Interview Booth**

Your company will have a room reserved for your company to hold interviews with participants for recruiting.

**Access to Participant Resumes**

Your recruiters and talent searchers will have access to all participant resumes.

**Swag Related**

Based on the different levels of sponsorship, your company has the opportunity to be featured on our website, official shirts, and to distribute swag at the event.

# CONTACT US

We would love to get in contact with your company and discuss any questions or queries you may have. Please don't hesitate to contact us at hackher413@gmail.com. Our sponsorship team will work closely with you to create a unique package curated to your company and company needs. We look forward to working with you to break barriers and bring computer science education to women and non-binary minorities at UMass Amherst and the Five College community!

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