



hack404

Sponsorship Package

Hack404 is a hackathon for
students, by students.
July 4 - 6, 2025

Shaping tomorrow's
tech leaders

Brought to you by PUYO



What is Hack404?

Event Overview

Key Details

- Who? 200+ high school and university students who love building and innovating in tech.
- What? A 36-hour hackathon with a beginner and regular stream, offering participants of different skill levels a chance to showcase their skills through a portfolio or tech product.
- When? July 4–6, 2025
- Where? Greater Toronto Area
- Why? As students in the tech space ourselves, we know how important it is to cultivate community, passion, and opportunities for growth.

Hack404 is a hackathon for students, by students. Over the weekend, top students from across North America team up to build innovative web and mobile solutions that address real-world problems. Hack404 aims to attract 200+ participants from both high school and post-secondary backgrounds. It is a 36-hour project sprint that cultivates passion about technology, innovation, and entrepreneurship.

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Power Unit Youth Organization

Power Unit Youth Organization (PUYO) is a youth-led nonprofit in the Greater Toronto Area that inspires young people to be active members of the community. Founded in 2002, its three core pillars are youth development, empowerment and philanthropy. PUYO's various projects all embody these three pillars to provide opportunities for youth to deliver impact to their local community. PUYO's various projects all embody these three pillars to provide opportunities for youth to deliver impact to their local community.

Hack404 is PUYO's latest project, aiming to inspire and cultivate a crucial source of innovation necessary for tomorrow's generation of leaders.

Previous Events



Night It Up! Night Market

Our flagship event – a three-day night market that unites 10,000+ members of the community in celebration of food and culture, raising \$10,000 for our beneficiary.

E3 Business Challenge



A hands-on business competition complete with mentorship and workshops.

Level Up Career Conference



A conference connecting young professionals to industry leaders, facilitating exposure to various career paths.

Past Sponsors of PUYO



k entripy

YOUR LOGO, ANY WEAR



Toronto Area
Ford Dealers

LANEIGE

alectra

Discover the possibilities



Freedom 55
Financial

Chatime

instax

MEC

Our Impact

Over the years, our events have reached:

1000+

trained
youth leaders

15

non-profit partners

\$143,000

fundraised

40

corporate partners

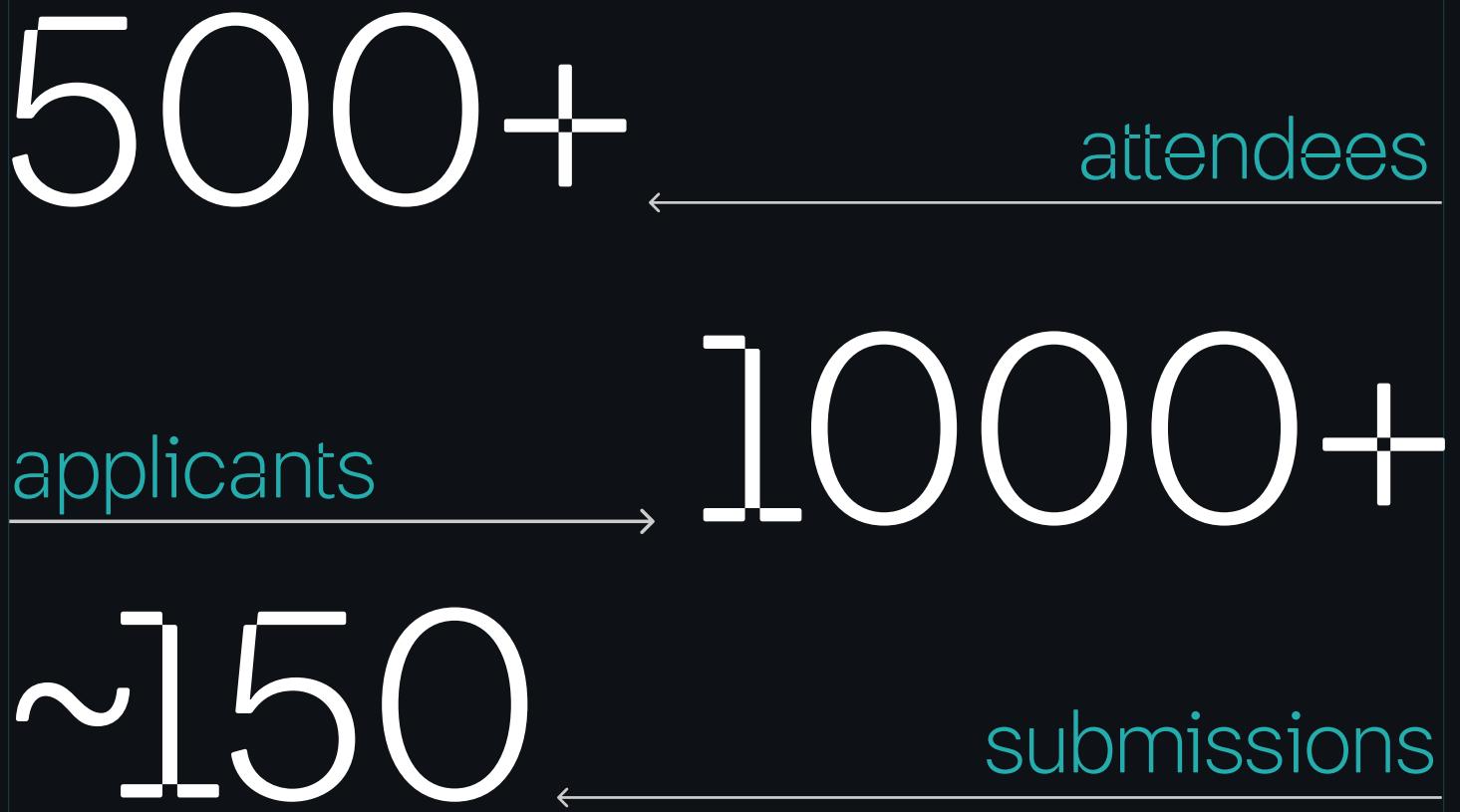


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Why Sponsor a Hackathon?

Your brand, displayed to this generation's most innovative problem-solvers and creators.

Here are the statistics across Canadian hackathons:



Connect and recruit from Canada's top talent

20+

schools

sponsors

30+

prize value

~\$100,000

Support a
growing
ecosystem
of innovation

"... more than 80% of
Fortune 100 companies
utilize **hackathons** as a
strategy to fuel innovation."

-Forbes 2023

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Sponsorship Tiers

	TITLE \$5,000+	GOLD \$3,000+	SILVER \$1,000+	BRONZE \$500+
Event				
Exclusive Naming Rights	●			
10-Minute Keynote Speech	●			
Host a Workshop	●	●		
Sponsored Awards	●	●	●	
Sponsored Meal	●	●	●	
Acknowledgement at Ceremonies	●	●	●	●
Featured in Social Media + Marketing	●	●	●	●
Judging				
Judging Final Round	●	●		
Judge Open Rounds	●	●	●	●
Recruitment				
# Reps at Recruitment Booth	5	4	3	2
Participants Resumes/Emails	●	●	●	●

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Benefits Breakdown

Exclusive Naming Rights

Add your brand to our hackathon – Hack404, presented by your company.

Keynote Speech

Opportunity for a representative of your company to deliver a 10-minute speech to our hackers during opening ceremonies.

Host a Workshop

Opportunity for a representative of your company to deliver a 60-minute workshop on agreed-upon topic directly to hackers.

Sponsored Awards

Display your brand at our awards ceremony and/or have a representative of your company interact directly with our top talent at closing awards ceremony.

Sponsored Meal	Display your brand at our meal – ie. breakfast, brought to you by your company.
Acknowledgement at Ceremonies	Verbal acknowledgement to your company for making our event possible during opening and closing ceremonies.
Featured in Social Media and Marketing	Your company name and/or logo, featured on our sponsor appreciation post on social media channels (Instagram, LinkedIn).
Judging Final Round	Have representative of your company have a say in overall winners in both beginner and regular hacker streams.
Judge Open Rounds	Opportunity to host your own sponsored prize track with full discretion on winners.
Recruitment Booth and Participant Resumes	Bring a specified number of members of your team to our sponsor booth to directly interact with hackers while sponsorship floor is open, and access hacker resumes and email for recruitment after event.



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Thank you!

We would like to thank you for your time and consideration for a partnership with Power Unit Youth Organization. We hope to see you join our network of forward-thinking students, professionals, and innovators. With your support, we can continue to promote technological innovation and cultivate a community of like-minded individuals who share a passion for technology.

We look forward to hearing back from you!

CONTACT US

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