



# hack404

## SPONSORSHIP PACKAGE 2025

### JULY 4-6, 2025

SHAPING TOMORROW'S TECH LEADERS

BROUGHT TO YOU BY



# What is hack404?



[hack404.dev](https://hack404.dev)



July 4 - 6, 2025



Greater Toronto Area

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.

*Put simply...*

- **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.

# About Power Unit Youth Organization



[power-unit.org](http://power-unit.org)

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.

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

## Our 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



instax



Chatime



# Our Impact

OVER THE YEARS, OUR EVENTS HAVE REACHED

**1000+**  
trained youth leaders

**15**  
non-profit  
partners

**\$143,000**  
fundraised

**40**  
corporate  
partners



# Why Sponsor a Hackathon?

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

Here are the statistics across Canadian hackathons:

500+  
attendees

1000+  
applicants

~150  
submissions

**Connect and recruit from Canada's top talent**

20+  
sponsors

~\$100,000  
prize value

30+  
schools

**Support a growing ecosystem of innovation**

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

-Forbes 2023

# Sponsorship Tiers

Title	Gold	Silver	Bronze
\$5,000+	\$3,000+	\$1,000+	\$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



# 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.

# Benefits Breakdown

## **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.