



<R. U. Hacking
Society />

<Sponsorship Prospectus/>

24-hour Hackathon online

We are welcoming up to 350 students on 25-26 June 2022

<About us/>

Reading University Hacking (R. U. Hacking?) is a Tech society run by University of Reading students in the wider Thames Valley area. Our goal is to drive student engagement with the local Tech community and industry and so we host panel discussions, networking events, and monthly Tech talks where guest speakers from various companies discuss ground-breaking technologies.

Our annual hackathon focuses on developing creative solutions to solve various problems, concentrating 24 hours of development into a single fun and exciting weekend event. Our hackathons enable students to create their own projects and develop their skills in the field, whether it be learning a new programming language, or simply gaining knowledge of cutting-edge technologies. They also provide our attendees with links to industry professionals, enabling them to showcase their skills to companies, and equipping them with connections that are valuable when applying to graduate roles.

<Our 24-hour Hackathon/>

Throughout the weekend, teams of 2-4 students will come together to create solutions using cutting-edge technology at their disposal, competing in the main event for sponsored prizes.

Additional challenges will be set and are perfect for newcomers and seasoned veterans alike. Beginner workshops will also be running throughout the weekend, enabling all attendees to learn and grow without the need to create a software or hardware solution.

<How we stand out/>

We strongly believe that innovative solutions require more than just technical skills and certainly benefit from business and marketing skills.

As a result, we've built relationships with interdisciplinary departments, such as Henley Business School and the School of Mathematical, Physical and Computational Sciences (SMPCS). We also collaborate with several societies, holding joint networking events and careers talks with societies like Reading University Business Society and Entrepreneurship Society.



<R. U. Hacking Society />

<Why sponsor us?/>

Graduate Recruitment

R. U. Hacking? gives your company an excellent opportunity to tap into a large pool of students who come from a multidisciplinary background. Your company will have access to the best Computer Scientists, Engineers and Business students that Thames Valley has to offer.

Hackathons are already replacing career fairs everywhere because you have an opportunity to watch the best students doing what they love. Your company can interact with and observe students working on exciting and creative projects throughout the weekend.

Product Demo

At R. U. Hacking?, there will be an excellent opportunity to demo your product or APIs, through interactive workshops, to some of the brightest students around. You can let attendees use your product or APIs to fuel even more exciting products.

You can even fund a prize branded by your company to get students to develop on your API or platform! The opportunities that this could bring to your company are limitless.

Support the Community!

The Tech community would not be able to thrive and grow without the support from its members. R. U. Hacking gives your company a chance to give back to the community and support student learning. Through our hackathon, you can invest in the next generation of innovative thinkers: the software engineers, data scientists, and security engineers!



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<Sponsor tiers/>

| | Startup £250* | Bronze £500 | Silver £1,000 | Gold £1,500 |
|---|------------------|-------------|------------------|----------------|
| Set an optional challenge for attendees | X | X | X | X |
| Your own Discord channel | X | X | X | X |
| Thanked during and after event | X | X | X | X |
| Logo on event website | Small | Medium | Medium | Large |
| Send representatives | Up to 2 | Up to 4 | Any | Any |
| Presentation at the opening ceremony | | Up to 2 min | Up to 4 min | Up to 8 min |
| Logo on shirts, flyers and posters | | | Medium | Large |
| On the judging panel | | | X | X |
| Workshop during event | | | | X |



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* Must be a local startup to qualify at the discretion of organisers.

<Detailed overview/>

Startup Tier *

- Small logo on website
- Opportunity to set a challenge
- Distribute your swag at the event
- Send up to 2 representatives to the event
- Thanked during opening & closing ceremonies
- Advertising across all of our social media
- Your own Discord channel

£250

Bronze Tier

- Logo on website
- Opportunity to set a challenge
- Distribute your swag at the event
- Send up to 4 representatives to the event
- Thanked during opening & closing ceremonies
- 2 minute presentation in the opening ceremony
- Advertising across all of our social media
- Your own Discord channel

£500

Silver Tier

- Logo on website and shirts, posters and flyers
- Opportunity to set a challenge
- Distribute your swag at the event
- Send representatives to the event
- Thanked during opening & closing ceremonies
- 4 minute presentation in the opening ceremony
- Your own Discord channel
- Extended social media engagement during event
- Part of the judging panel

£1,000



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Gold Tier

- ▶ Large logo on website and shirts, posters and flyers
- ▶ Opportunity to set a challenge
- ▶ Distribute your swag at the event
- ▶ Send representatives to the event
- ▶ Thanked during opening & closing ceremonies
- ▶ 8 minute presentation in the opening ceremony
- ▶ Workshop during event
- ▶ Extended social media engagement during event
- ▶ Your own Discord channel
- ▶ Part of the judging panel

£1,500

We'd love to have you on board!

Get in touch with us! We look forward to working with you to support students to build awesome things!

Send us an email at: readingunihack@gmail.com

No tiers that work for you?

Is there something in mind that you are looking for? Or are you interested to learn more about particular sponsorship packages? Don't worry - we're flexible! Let's talk.

Send us an email at: readingunihack@gmail.com