

GIRLS HOO HACK

Presented by Girls Who Code at UVA
Charlottesville, VA | Fall 2020



2020 Sponsorship Prospectus



<https://girls-hoo-hack.webnode.com/>



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GIRLS WHO CODE AT UVA

Girls Who Code at the University of Virginia (UVA) is a College Loop of the nationwide Girls Who Code nonprofit organization. Founded in February 2020, Girls Who Code at UVA is one of the largest Girls Who Code College Loops in the US, with over 250 members. Girls Who Code at UVA also joins Girls Who Code in their goal of closing the gender gap in technology by creating opportunities for young women to explore technology. As the premier hackathon for Girls Who Code at UVA, the Girls Hoo Hack Hackathon represents the first major step in working towards achieving this goal of female empowerment.



GIRLS HOO HACK

Girls Hoo Hack is a virtual 48-hour hackathon hosted by Girls Who Code at UVA that aims to foster a community of diverse thought and skill. Coders of all levels of experience have the opportunity to work together with teams and mentors, attend educational workshops, and code action-oriented projects that reflect innovation, diverse perspectives, and empowerment. Girls Who Code at UVA focuses on decreasing the gender disparity in the computing field and encourages the participation of all women and women supporters!

MISSION STATEMENT

Goals and Core Values



Innovative Thinking

Encourage participants to begin thinking creatively and critically in order to foster sophisticated solutions to real world problems.



Promoting Diversity

Provide a safe and inclusive learning environment that helps participants explore the value of diversity.



Empowering Women

Support young women to help decrease the gender gap in technology and foster an increased and continuous interest in STEM for young women.

Previous Events

*2/26/20 - FIRST MEETING
INITIATING 250 MEMBERS*

*4/1/20 - MICROSOFT PANEL: TAKE
CHARGE OF YOUR SUMMER*

*4/11/20 - LOCAL HACK DAY
WITH MAJOR LEAGUE HACKING*

*4/17/20 - GIRLS WHO CODE
NATIONWIDE SOCIAL*





EVENT DETAILS

WHO

Girls Hoo Hack is open to all women and women supports of any age and any background in computing.

WHAT

Hackathons are coding marathons that provide participants with opportunities to develop coding abilities.

WHEN

Girls Hoo Hack will be a 48-hour virtual hackathon and will occur on the weekend of October 17-18, 2020.

WHERE

This hackathon will be virtual in order to ensure participants' safety and increase accessibility.

HOW

With your help, Girls Hoo Hack will provide educational workshops and networking opportunities.

<https://girls-hoo-hack.webnode.com/>



**LOCAL HACK
DAY (4/11/20)**

>80

registered
participants



INSTAGRAM

240

followers



**GWC AT UVA
MEMBERS**

>250

since founding in
February 2020

DEMOGRAPHICS

Sponsorship Opportunities



HOW YOU CAN HELP

In addition to financial support, in order to meet our goals in creating a collaborative learning environment, we are also looking for industry experts to provide educational guidance and opportunities!

MENTORS AND JUDGES

Have employees schedule times when they are available for mentorship

WORKSHOP LEADERS

Set up presentations to teach college students

PRIZE CONTRIBUTIONS

Donate accessible resources as prizes, with the option to create and designate a prize category

SPONSOR TIERS

	Gold (\$2000)	Silver (\$1000)	Platinum (\$500)
Speaking Opportunity Keynote Address	10 min		
Product Demonstration	20 min		
Pre- and Post-Event Social Media Shoutout	4x (2 pre, 2 post)	2x (1 pre, 1 post)	1x (1 post)
Keynote Branding Sponsor logo on screen during workshops & mentor sessions	✓	✓	
Recognition on Event Signage	✓	✓	
Opening/Closing Ceremony Recognition	both	pick one	
Access to Recruitment Opportunity	✓	✓	✓
Event Website Recognition	✓	✓	✓
Merchandise Distribution	✓	✓	✓
Social Media Shoutout During Event	✓	✓	✓

***CUSTOM PACKAGES AVAILABLE UPON REQUEST**

Sponsor Benefits

REACH OUT AND RECRUIT

Through built-in networking and recruitment events throughout the duration of the hackathon, sponsors will get the opportunity to reach out to participants, share information about who they are and what they do, and begin searching for potential recruits!

SHAPE THE FUTURE

By educating and collaborating with participants, sponsors will be able to guide the future generation in the STEM workforce!

CONTRIBUTE TO THE CAUSE

Join Girls Who Code at UVA in our fight to empower women, promote diversity, and decrease gender disparity, especially in technology!



Interested in sponsoring?

EMAIL GWCUVA@GMAIL.COM
FOR MORE INFORMATION!