



Sponsorship Proposal
The Largest Hackathon in Arizona
March 6th – 8th 2015
400+ Hackers
36 Hours
The University of Arizona

Welcome to the 21st Century Job Fair

What happens when you take over 400 of the most motivated, passionate and resourceful students in the country and let them build stuff for 36 hours?

Some Pretty Amazing Things Happen

HACK ARIZONA IS ABOUT BRINGING TOGETHER THE MOST TALENTED UNDERGRADUATES TO REPRESENT THE BURGEONING TECH ECOSYSTEM THAT IS APPEARING IN THE SOUTHWEST AND ACROSS THE COUNTRY

Hosted at the University of Arizona, over 400 participants will build software and hardware projects from start to finish in under 36 hours amongst their peers, mentors and company sponsors.



Hack-a-what?

You won't find malicious basement hackers that will try to break into your company's server at hackathons. Those type of hackers are blackhat criminals. Hackathons are weekend-long collegiate events hosted by a variety of universities and colleges across the country that pride themselves on encouraging students to 'hack' a solution to difficult technical problems. The nomenclature of 'hackathons' has risen in recent years to be symbolic with student collaboration and interaction around hardware and software.

Hackathons are held globally, but some of the largest and more notable are:



MHacks – *University of Michigan*
1,000 Hackers

YHacks – *Yale University*
1,500 Hackers



CalHacks – *UC Berkeley*
1,000 Hackers

Hack Princeton – *Princeton University*
1,000 Hackers



That's cool, but why do students go to hackathons?

Hackathons provide a platform to hone student's skills in collaboration, communication and agile development – all of which are not stressed enough in classroom. Hackathons bring the motivated and the passionate together for an undivided period of thinking, building, reworking and networking. The value for students is the opportunity to partake in the unfolding of big ideas and to learn and grow in the process.

Common Hackathon Schedule

Friday, 6:00pm	Checkin Begins
Friday, 7:00pm	Kickoff and Keynote
Friday, 7:45pm	Dinner, Teams Formed
Friday, 8:00pm	Coding Begins
Saturday, 9:00am	Breakfast
Saturday, 12:00pm	Lunch
Saturday, 7:00pm	Dinner, Mentor Presentations
Sunday, 7:30am	Breakfast
Sunday, 8:00am	Coding Stops
Sunday, 9:00am	Project Demos and Judging

Who puts these things on?

Students! Usually the hosting college or university is in agreement with the event and likely will also be a co-organizer and sponsor of the event.

Who sponsors these events?

The sponsors range from small to large, but they are generally either in the tech industry or are very inclined to serve a technical user base. Here is the sponsor roster for MHacks (University of Michigan's hackathon), for example.



What's in it for all of the sponsors?

Finding talent is hard and hackathons make it much easier. In the hackathon environment, you have the most dedicated in one room and employers can gauge their creativity and skill level in real-time by what they build over the course of the weekend. Furthermore, developer-based sponsors have their target demographic in one location, meaning their sponsorship serves as an advertisement and a call-to-action from the developers that are seeing it on banners for 36 hours straight.

What We Need for Hack Arizona's Success

A Keynote Speaker

Through Startup Tucson's network we have several varsity entrepreneurs who have expressed interest and would be strong candidates for representing the event.

Volunteers

Handling food, cleanup and general management of the event to ensure that everyone has a safe and enjoyable experience.

Attendance

In tandem with sponsorship, attendance is vital for ensuring that the event can eventually grow and thrive amongst uniting students with the tech industry. Our goal is to unite 400 students from Arizona and the country at large.

Sponsorship Funding

Besides catering, security and other expenditures produced directly by the event, hackathons traditionally provide students across the country the opportunity to attend by offering flight and travel reimbursements. We want to be able to offer the same level of opportunity to potential attendees to broaden our student base to more than just Arizona.

Company Swag

Developers love to rep the brands they care about. Swag is bountiful at most hackathons. From t-shirts to free hosting for a year, sponsors also have the option of contributing in non-cash form.

Prizes

To incentivize students to put their best foot forward and build to the best of their ability, prizes are often a staple of most hackathons that are rewarded to the best teams in several categories at the end of the weekend.

Mentors and Judges

Sponsors are seen not only as organizations that are supporting the event, but also as mentors and role models who students admire. Depending on contribution, we would like to ask our sponsors to represent their respective organizations by mentoring students and networking throughout the weekend as well as serving on the judging board for the judging process at the end of the weekend.

Sponsorship Tiers

	Hack Arizona					
		Prickly Pear \$1000	Barrel \$2000	Agave \$4000	Cholla \$6000	Saguaro \$8000
Base	Mentors	✓	✓	✓	✓	✓
	Sponsor table	✓	✓	✓	✓	✓
	Can sponsor prize	✓	✓	✓	✓	✓
Recruiting	Can send recruiters	✓	✓	✓	✓	✓
	Participant's email	✓	✓	✓	✓	✓
	Participant's Github account		✓	✓	✓	✓
	Participant's resume		✓	✓	✓	✓
	Interview space				✓	✓
Branding	Logo on website	✓	✓	✓	✓	✓
	Logo on t-shirts		✓	✓	✓	✓
	Banner				✓	✓
	Can distribute swag	✓	✓	✓	✓	✓
Presentation	API demo				1 Minute	2 Minutes
	Tech Talk				30 Minutes	1 Hour
	Cohost the event					✓
	Keynote Speaker					✓



Let's Build The Future

With your support, we can change the undergraduate talent pipeline and Arizona's tech economy

Your Point of Contact

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