**DETAILED PROJECT PLAN FOR EXCLERATE HACKQUEST**

Hackathon Theme: "Innovative App Design Challenge"

1. **Introduction**

The Excelerate HackQuest is a carefully curated plan for the high school students, undergraduates and Graduates. It aims to identify creativity and learning, build communities by engagement of participant, deliver innovation and optimize the Excelerate Platform. The theme “Innovative App Design Challenge” fulfills the aims above and various steps to achieving this feat have been underlisted below as well as engrafted into the project board. The budget plan and Chart are linked to this document as well.

**2. Detailed Plan**

**2a. Finalizing Hackathon Overview: Senior Stakeholder Meeting - Hackathon Success Metrics and Objectives (Tentative Date:**  JAN 2024-FEB 2024**)**

The senior stakeholder meeting will be conducted prior to the Hackathon Event where an overview of the Hackathon plan is held, the main goals of the organization are discussed and a connection between the hackathon and these goals are made, the success metrics as well decided upon.

**Tasks:**

I. Schedule and organize a meeting

* Coordinate with senior stakeholders for availability.
* Set up a virtual or in-person meeting.

ii. Prepare a presentation

* Compile potential success metrics and objectives.
* Create visual aids for effective communication.

iii. Facilitate discussions

* Encourage active participation and feedback.
* Address any concerns or questions.

iv. Document and distribute

* Summarize meeting outcomes.
* Share documents with stakeholders for review and approval.

**Activities:**

I. Welcome and Introduction

* We greet everyone and thank them for joining.
* Give a quick overview of the meeting agenda.

ii. Overview of the Hackathon

* Share a brief about the hackathon.
* Talk about why their input is crucial.

iii. Review of Organizational Goals

* Discuss the main goals of the organization.
* Connect how the hackathon supports these goals.
* Ask if there are additional goals to consider.

iv. Defining Success Metrics

* Discuss what success looks like for the hackathon.
* Get ideas for key things to measure (For example: Number of ideas, participant engagement)

v. Setting Objectives

* Together, we set clear goals for the hackathon.
* Make sure they align with what the organization wants (Examples: Encourage teamwork, find innovative solutions)

vi. Discussing Evaluation Criteria

* Talk about how we'll judge the hackathon projects.
* Get their input on what criteria matter most.
* Align criteria with our goals.

vii. Identifying Challenges and Mitigation Strategies

* Brainstorm potential problems during the hackathon.
* Discuss solutions to tackle these issues.
* Write down agreed-upon strategies.

viii. Action Items and Next Steps

* Summarize what we've decided.
* Assign tasks for planning.
* Confirm our next steps and deadlines.

ix. Open Floor for Questions and Comments

* Ask if anyone has questions or thoughts.
* Create an open discussion space.

x. Closing Remarks

* Thank everyone for their time.
* Emphasize their role in making the hackathon a success.
* Highlight any follow-up actions.

**3. Pre-event Promotion (Tentative Date: FEB 2024-JUNE 2024 )**

The following tasks have been listed to carry out promotion on the Hackathon event.

**Tasks:**

* Develop a marketing strategy
* Identify key messages and channels.
* Assign responsibilities for content creation.
* Create promotional materials
* Design banners, posters, and social media graphics.
* Write engaging copy for promotional content.

**Activities:**

* Tech Enthusiasts:
* Description: Individuals passionate about technology, coding, and app development.
* Messaging: Highlight the opportunity to showcase technical skills and innovation.
* Students (College/University):
* Description: Undergraduate and graduate students interested in tech challenges.
* Messaging: Emphasize the learning experience, networking, and potential career opportunities.
* Professionals and Developers:
* Description: Working professionals, software developers, and engineers.
* Messaging: Showcase the hackathon as a platform for skill enhancement and networking.
* Startups and Entrepreneurs:
* Description: Innovators looking to test ideas or collaborate on new projects.
* Messaging: Highlight the potential for business ideas and collaborations.
* Diversity and Inclusion Groups:
* Description: Target specific groups to encourage diversity in participation.
* Messaging: Emphasize inclusivity, diverse perspectives, and equal opportunities.
* Industry Experts and Mentors
* Description: Experienced professionals willing to mentor or judge.
* Messaging: Highlight opportunities to contribute as mentors or judges.
* 2. Select Marketing Channels:
* Social Media:
* Platforms: LinkedIn, Twitter, Facebook, Instagram.
* Messaging: Share engaging content, countdowns, and participant stories.
* Tech Forums and Communities:
* Platforms: GitHub, Stack Overflow, Reddit.
* Messaging: Participate in discussions, share hackathon details, and engage with tech communities.
* Educational Institutions:
* Channels: University newsletters, bulletin boards.
* Messaging: Collaborate with educational institutions, emphasize learning opportunities.
* Tech Blogs and Publications:
* Platforms: Medium, Dev.to, Hacker News.
* Messaging: Publish articles about the hackathon, past success stories, and technology trends.
* Email Campaigns:
* Audience: Previous participants, tech communities, professional networks.
* Messaging: Send targeted emails with event details, incentives, and registration information.
* Partnerships with Industry Influencers:
* Influencers: Tech bloggers, industry leaders.
* Messaging: Leverage influencers to promote the hackathon through their networks.
* 3. Craft Compelling Messaging:
* Overall Message:
* Messaging: "Unlock Your Innovation: Join the Global App Design Challenge!"
* Key Benefits:
* Messaging: "Learn, Connect, and Win! Sharpen your skills, network with industry experts, and win exciting prizes."
* Inclusivity Message:
* Messaging: "Open to All: Embrace diversity and bring unique perspectives to the tech landscape."
* Learning Focus:
* Messaging: "From Idea to Innovation: Learn, Build, and Elevate Your Skills in Just 3 Days!"
* Networking Emphasis:
* Messaging: "Connect with Peers and Industry Leaders: Forge valuable connections for your future career."
* Call-to-Action (CTA):
* Messaging: "Register Now for a Chance to Win Big! Don't Miss Out on the Global App Design Challenge."
* Monitor and Optimize:
* Analytics:
* Tools: Google Analytics, Social Media Insights.
* Action: Monitor engagement, click-through rates, and participant demographics.
* Feedback Mechanism:
* Channels: Post-event surveys, social media comments.
* Action: Gather feedback to improve future marketing strategies.
* Real-time Engagement:
* Channels: Live Q&A sessions, social media interactions.
* Action: Engage with participants in real-time, addressing queries and concerns.

**4. Preparation Phase (**Date: June 1st - June 30th, 2024)**:**

**4a. Participant Journey**

This involves the journey of all participants from the beginning of the Hackathon to the finish date which include:

1. **Participants’ Registration (July 1-July 10th):**

**Tasks:**

* Set up a user-friendly registration page
* Customize fields for necessary information.
* Ensure a seamless user experience.
* Create an informative registration guide
* Provide step-by-step instructions.
* Include an FAQ section.
* Test the registration process
* Simulate user registrations to identify and fix issues.

**Activities:**

* Announce the hackathon and its theme.
* Open registration for participants.
* Provide guidelines and resources for participants to prepare.
* **Registration** Deadline:
* Date: July 10th, 2024 (Duration: 10 days)
* Close registration and finalize the list of participants.
* Communicate details to registered participants.

**ii. Hackathon Event** (Dates: July 28th - July 30th, 2024)**:**

**Tasks**:

* Develop a schedule of events
* Plan kickoff, progress check-ins, and closing ceremonies.
* Allocate time for breaks and networking.
* Set up communication channels
* Choose platforms for real-time updates.
* Ensure participants are informed of communication channels.

**Activities (**Duration: 3 days)**:**

Kick-off event on the first day (Date: July 28th, 2024)

Orientation and Networking Session (Date: July 28th, 2024)

Duration: Half-day event

Activities:

Conduct an orientation session to explain rules and guidelines.

**iia. Hackathon Rules and Guidelines**

* **Eligibility**:
* The hackathon is open to individuals and teams.
* Participants must be at least [age] years old to participate.
* Ensure compliance with any regional or legal restrictions.
* **Team Formation:**
* Teams can consist of [number] members.
* Participants can form teams before or during the hackathon.
* Solo participants will have the opportunity to join teams during team formation events.
* **Project Submission Requirements:**
* All projects must align with the hackathon theme: "Innovative App Design Challenge."
* Submissions must be original work created during the hackathon period.
* Include a brief project description, features, and functionalities.
* Provide documentation on how to run the project and any dependencies.
* **Code of Conduct:**
* Respect all participants, mentors, judges, and organizers.
* Harassment, discrimination, or any form of disrespectful behavior will not be tolerated.
* Follow ethical practices and adhere to copyright laws.
* Use appropriate language and maintain a professional and inclusive atmosphere.
* **Platform and Tools:**
* Participants are required to use the Excelerate platform for project submissions.
* Utilize collaborative tools for team communication and project development.
* Teams are encouraged to use version control systems for code management.
* **Hackathon Duration:**
* The hackathon will take place from [28th, July 2024] to [30th, July 2024].
* Teams are expected to work continuously during the designated hacking hours.
* There will be designated breaks and networking events.
* **Judging Criteria:**
* Projects will be evaluated based on innovation, user experience, feasibility, technical execution, and presentation.
* The judging panel will use a scoring system aligned with the defined criteria.
* Winners will be announced during the closing ceremony.
* **Intellectual Property:**
* Participants retain intellectual property rights to their projects.
* By participating, participants grant organizers the right to showcase projects for promotional purposes.
* **Code Repository:**
* Teams are encouraged to share their code on public repositories (GitHub, GitLab, etc.).
* Ensure code repositories are accessible to judges for evaluation.
* **Communication:**
* Regular updates and announcements will be shared through the Excelerate platform.
* Participants should actively engage in community forums and discussions.
* **Prizes and Incentives:**
* Prizes will be awarded to the top-performing teams based on judging criteria.
* The decision of the judging panel is final.
* **Post-Hackathon Activities:**
* Participants are encouraged to provide feedback on their hackathon experience.
* Networking opportunities and post-event resources will be shared.
* **Disqualification:**
* Teams may be disqualified for violations of the rules, code of conduct, or any form of cheating.
* Organizers reserve the right to disqualify participants for any breach of rules.
* **Amendments to Rules:**
* Organizers reserve the right to amend or modify the rules if necessary.
* Participants will be informed of any changes through official communication channels.

**iii. Networking:**

This is a very crucial stage where Participants build network within themselves, which brings about a community of innovators.

**Activities:**

* Participants work on their app designs.
* Regular check-ins, mentor support, and feedback sessions.
* Submission Deadline (Date: July 30th, 2024)
* Duration: Until the end of the hackathon

**Activities:**

* Deadline for teams to submit their app designs.

**5. Judging and Evaluation (Date: July 31st - August 5th, 2024)**

The judges will be selected, trained based on the set guidelines and given the chance to make judgements.

**5a. Selction of Judges**

**Tasks:**

* Draft judging guidelines
* Clearly outline criteria and expectations.
* Share guidelines with judges for feedback.
* Coordinate with judges
* Schedule availability and briefing sessions.
* Confirm participation.

**5b. Final Judging Criteria:** The judging criteria are going to be decided upon in collaboration with stakeholders.

**Tasks:**

* Collaborate with stakeholders
* Engage with senior stakeholders to define criteria.
* Seek input from potential judges.
* Communicate criteria
* Create a clear and concise document outlining judging criteria.
* Share the document with judges and gather feedback.
* Provide training for judges
* Schedule a training session to explain the criteria.
* Offer resources for reference.
* Develop a scoring system or rubric
* Create a standardized method for scoring.
* Test the scoring system for consistency.

**Activities** (Duration: 1 week)**:**

* Panel of judges evaluates the submissions.
* Consideration of innovation, design, and feasibility
* Announcement of Winners (Date: August 6th, 2024)
* Announce the winners and recognize outstanding designs.
* Provide feedback to participants.
* **Judging criteria and panel:** The following are the drafted criteria for consideration and discussion.

**1. Identify Judging Criteria:**

a. Innovation and Creativity:

* Description: Assess the uniqueness and creativity of the app design.
* Indicators:
* Novelty of the concept.
* Creative problem-solving.
* Unique features and functionalities.

b. User Experience (UX):

* Description: Evaluate the overall usability and user experience of the app.
* Indicators:
* Intuitive navigation.
* User-friendly design.

Responsiveness and accessibility.

c. Feasibility and Viability:

* Description: Examine the practicality and viability of implementing the app.
* Indicators:
* Consideration of technical constraints.
* Scalability and sustainability.
* Alignment with real-world needs.

d. Technical Execution:

* Description: Assess the technical proficiency and implementation of the app.
* Indicators:
* Code quality.
* Functionality and performance.
* Effective use of technology stack.

e. Presentation and Pitch:

* Description: Evaluate how well the team presents and communicates their app.
* Indicators:
* Clarity of explanation.
* Persuasiveness in conveying the app's value.
* Engaging and effective communication.

2. Establishing a Panel of Judges:

a. Diverse Expertise:

* Criteria: Ensure a diverse panel with expertise in various areas, including design, development, and business.
* Indicators:
* Representation from different industries.
* Varied technical backgrounds.
* Experience in app development and design.

b. Knowledge of Emerging Technologies:

* Criteria: Judges should be aware of current trends and emerging technologies in the app development space.
* Indicators:
* Familiarity with the latest tools and frameworks.
* Understanding of evolving user expectations.

c. Experience in Hackathons or Competitions:

* Criteria: Prior experience as a judge in hackathons or similar competitions.
* Indicators:
* Understanding of the hackathon environment.
* Ability to assess projects within a limited timeframe.

d. Fair and Unbiased:

* Criteria: Judges should be impartial and free from conflicts of interest.
* Indicators:
* No direct affiliations with participating teams.
* Commitment to fair evaluation.

e. Effective Communication Skills:

* Criteria: Judges should effectively communicate their assessments and provide constructive feedback.
* Indicators:
* Clear and concise articulation.
* Ability to offer actionable feedback.

3. Involve Stakeholders:

* Criteria: Seek input from key stakeholders in the organization.
* Indicators:
* Involvement of senior leaders.
* Alignment with organizational goals.

4. Training Session for Judges:

* Criteria: Conduct a training session to align judges on evaluation criteria and expectations.
* Indicators:
* Consistent understanding of criteria.
* Clarification of any doubts or question

**6. Post-Event Follow-up (1st August-5th August):** The activities that will take place after the event are listed below:

**Tasks:**

* Plan a virtual awards ceremony
* Coordinate with winners for acceptance speeches.
* Design virtual award certificates.
* Collect and curate project highlights
* Reach out to participants for project details.
* Create a showcase presentation.
* Send out surveys
* Develop feedback surveys for participants and judges.
* Analyze survey results for insights and improvements.

**Activities (Duration: 1 week):**

* Gather feedback from participants and judges.
* Share highlights and success stories.
* Plan for future events.

**7. Potential Prizes and Incentives:**

1. **Monetary Rewards:**

* Description: Cash prizes are a strong motivator for participants.
* Considerations:
* Allocate a portion of the budget for cash rewards.
* Differentiate prizes for the top three positions.

1. **Tech Gadgets:**

* Description: Offer gadgets such as smartphones, laptops, or tablets.
* Considerations:
* Choose popular and high-quality devices.
* Ensure compatibility with participants' preferences.
* Professional Development Opportunities:
* Description: Provide opportunities like conference tickets, workshops, or courses.
* Considerations:
* Select relevant and valuable educational programs.
* Partner with reputable training organizations.
* Mentorship Opportunities:
* Description: Connect winners with industry experts for mentorship.
* Considerations:
* Establish partnerships with professionals willing to mentor.
* Ensure mentorship aligns with participants' career goals.
* Product or Service Credits:
* Description: Offer credits for software, cloud services, or tech platforms.
* Considerations:
* Partner with companies willing to provide credits.
* Ensure the credits are applicable to a wide range of services.
* Internship or Job Opportunities:
* Description: Facilitate introductions to potential employers or offer internship opportunities.
* Considerations:
* Collaborate with companies seeking talent.
* Ensure internships align with participants' skills and interests.
* Recognition and Publicity:
* Description: Feature winners in press releases, social media, or industry publications.
* Considerations:
* Highlight the impact of their winning projects.
* Partner with media outlets for coverage.
* Exploring Partnerships or Sponsorships:
* Industry Partnerships:
* Description: Form partnerships with companies in relevant industries.
* Considerations:
* Leverage industry connections for prizes.
* Collaborate with companies sharing common goals.
* Tech Startup Collaborations:
* Description: Partner with startups looking to identify talent.
* Considerations:
* Offer startup acceleration programs as prizes.
* Foster relationships for future collaboration.
* Corporate Sponsorships:
* Description: Secure sponsorships from large corporations.
* Considerations:
* Highlight the benefits of associating with innovation.
* Offer branding opportunities during the event.
* Local Business Collaboration:
* Description: Collaborate with local businesses for additional rewards.
* Considerations:
* Promote local businesses and support the community.
* Offer gift cards or products from local vendors.
* Academic Institution Partnerships:
* Description: Partner with universities or educational institutions.
* Considerations:
* Explore academic resources or opportunities as prizes.
* Foster relationships for future talent recruitment.
* Technology Platform Sponsorships:
* Description: Seek sponsorships from technology platforms or service providers.
* Considerations:
* Explore partnerships with cloud service providers, API platforms, etc.
* Ensure prizes are relevant to participants' needs.

**8. Technical Infrastructure:**

**a. Excelerate Platform:** The Excelerate Platform submission features will be leveraged so as to allow participants to submit their app designs easily.

**Tasks:**

* Ensure a user-friendly interface for uploading project files, documentation, and any other required materials.
* Implement version control to track and manage project updates.
* Communication Tools:
* Utilize built-in messaging or discussion boards within the Excelerate platform for team collaboration and communication.
* Ensure real-time notifications to keep participants informed about updates, announcements, and mentor interactions.
* Integrate a chat feature for direct communication between participants, mentors, and judges.
* Scoring and Evaluation:
* Customize the scoring system within Excelerate to align with the predefined judging criteria.
* Enable judges to access and evaluate submitted projects directly on the platform.
* Implement a secure and transparent scoring mechanism.

**b. Additional Technology:**

* Video Conferencing:
* Integrate a video conferencing tool (e.g., Zoom, Microsoft Teams) for virtual orientations, mentor sessions, and announcements.
* Ensure seamless integration with the Excelerate platform for a unified experience.
* Collaboration Tools:
* Integrate collaboration tools such as Google Workspace or Microsoft 365 for document sharing, collaborative editing, and real-time updates.
* Provide integration with version control systems to manage code collaboration.
* Participant Support:
* Implement a helpdesk or support system to address technical issues or inquiries from participants.
* Include detailed FAQs and guides within the platform to assist users.
* Social Media Integration:
* Integrate social media sharing features to enable participants to showcase their projects and achievements.
* Implement social media feeds within the Excelerate platform for real-time updates and engagement.
* Analytics and Reporting:
* Implement analytics tools to gather data on participant engagement, platform usage, and project submissions.
* Generate detailed reports for post-event analysis and improvement.
* Security Measures:
* Implement robust security measures to protect participant data and project submissions.
* Use encryption protocols, secure authentication methods, and regular security audits.
* Mobile Accessibility:
* Ensure that the Excelerate platform is accessible via mobile devices for the convenience of participants.
* Optimize the user interface for a smooth mobile experience.
* Feedback Mechanism:
* Integrate a feedback mechanism to collect input from participants, judges, and mentors.
* Use surveys or forms within the platform to gather insights for future improvements.
* Gamification Features:
* Explore gamification elements within the Excelerate platform to enhance participant engagement.
* Incorporate badges, leaderboards, or other incentives to motivate participants.

**c. Testing and Training:**

**Tasks:**

* Conduct thorough testing of the entire platform, including submission features, communication tools, and integrations.
* Provide training sessions or resources for participants, judges, and mentors to navigate and utilize the platform effectively.

**9. Community engagement:**

**Activities:**

* Virtual Networking Events:
* Speed Networking Sessions:

**Tasks:**

* Schedule short, structured virtual networking sessions where participants can meet and interact with each other.
* Use breakout rooms or a speed networking platform for quick one-on-one conversations.

**More Activities:**

1. **Team Formation Events:**

* Host team formation events where participants can find team members based on their skills and interests.
* Use virtual platforms to facilitate team building exercises or icebreaker activities.

**b. Online Forums and Discussion Boards:**

* Dedicated Community Forum:
* Create a dedicated online forum within the Excelerate platform for participants to discuss ideas, seek help, and share resources.
* Categorize discussions based on topics such as design, coding, and project management.
* AMA (Ask Me Anything) Sessions:
* Organize live AMA sessions with industry experts, mentors, or previous hackathon winners.
* Encourage participants to ask questions and engage in discussions.

**c. Mentorship Programs:**

* **Virtual Mentorship Lounge:**
* Establish a virtual mentorship lounge where participants can connect with experienced professionals for guidance.
* Schedule mentorship hours during the hackathon for one-on-one sessions.
* **Mentor Matching Algorithm:**
* Implement a mentor matching algorithm within the Excelerate platform to pair participants with mentors based on their project needs and goals.
* Allow participants to choose mentors from a pool or use an algorithm for automated matching.

**d. Collaborative Tools and Platforms:**

* Shared Document Collaboration:
* Provide collaborative tools (Google Docs, Microsoft Teams) for teams to work on shared documents, project plans, and code repositories.
* Foster real-time collaboration and visibility into team progress.
* Virtual Whiteboard Sessions:
* Integrate virtual whiteboard tools to facilitate brainstorming sessions and collaborative idea generation.
* Allow teams to visually map out their project plans and design concepts.

**e. Engagement Challenges and Activities:**

* Team Challenges:
* Organize friendly team challenges or mini-competitions throughout the hackathon.
* Promote healthy competition and collaboration among teams.
* Themed Breaks:
* Schedule themed breaks or activities to refresh participants.
* Include short trivia games, virtual escape rooms, or other engaging activities.

**f. Recognition and Celebrations:**

* Participant Spotlights:
* Feature participant spotlights on the Excelerate platform and social media.
* Showcase achievements, interesting project features, or unique contributions.
* Closing Ceremony and Awards:
* Host a virtual closing ceremony to celebrate participants and announce winners.
* Recognize not only technical achievements but also collaboration and teamwork.

**g. Continuous Communication:**

* Regular Updates and Announcements:
* Provide regular updates and announcements through various channels.
* Keep participants informed about important milestones, upcoming events, and any changes.
* Feedback Sessions:
* Conduct feedback sessions during the hackathon to gather insights on the participant experience.
* Use the feedback to make real-time improvements.

**h. Social Media Engagement:**

* Hashtag Campaign:
* Create a dedicated hashtag for the hackathon and encourage participants to share their progress and experiences on social media.
* Showcase posts on the Excelerate platform or during virtual events.
* Live Streaming:
* Consider live streaming certain events, such as mentorship sessions or team presentations.
* Increase visibility and engagement by allowing a broader audience to tune in.

**10. Partnership and sponsorships:**

**Tasks:**

* Define Hackathon Goals and Needs:
* Identify Key Objectives:
* Clarify the specific goals and objectives of the hackathon.
* Determine the type of support needed, whether it's financial, in-kind, or expertise.

**Activities:**

* Research Potential Partners and Sponsors:
* Industry-Relevant Companies:
* Identify companies within the technology, innovation, or relevant industry that align with the hackathon's theme.
* Consider companies known for supporting hackathons or innovation events.
* Local Businesses and Startups:
* Explore local businesses and startups that might benefit from exposure and have an interest in supporting innovation.
* Consider establishments with a focus on technology, entrepreneurship, or community development.
* Educational Institutions:
* Reach out to universities, colleges, or technical schools that may be interested in promoting educational opportunities and engaging with emerging talent.
* Tech Communities and Organizations:
* Connect with technology-focused organizations, coding clubs, or communities that share an interest in fostering innovation.
* Leverage their networks to reach a broader audience.
* Establish Contact:
* Craft a Compelling Pitch:
* Develop a clear and compelling pitch outlining the hackathon, its goals, and the benefits of sponsorship or partnership.
* Highlight the exposure, branding, and networking opportunities for potential collaborators.
* Identify Key Contacts:
* Find the appropriate contacts within potential partner organizations, such as community outreach managers, marketing representatives, or innovation leads.
* Personalized Outreach:
* Craft personalized emails or messages introducing the hackathon and expressing the potential benefits of collaboration.
* Clearly outline the specific levels of sponsorship and corresponding benefits.
* Highlight Mutual Benefits:
* Align with Their Mission:
* Emphasize how the hackathon aligns with the mission and values of the potential partner or sponsor.
* Showcase the positive impact on their brand image and corporate social responsibility.
* Customized Packages:
* Offer flexible sponsorship packages that cater to the unique goals and preferences of each sponsor.
* Provide options for exclusive sponsorship of specific events, prizes, or workshops.
* Engage in Negotiation:
* Discuss Terms and Expectations:
* Engage in open discussions about sponsorship terms, expectations, and deliverables.
* Clearly outline what sponsors will receive in return for their support.
* Flexibility in Contributions:
* Be open to negotiating contributions in terms of both financial and in-kind support.
* Consider the value of services or products that sponsors may offer.
* Provide Recognition:
* Visibility and Acknowledgment:
* Ensure sponsors receive prominent visibility through event marketing materials, websites, and social media.
* Acknowledge sponsors during the opening and closing ceremonies.
* Post-Event Recognition:
* Plan post-event recognition efforts, such as thank-you notes, press releases, and acknowledgment in any event-related publications.
* Build Long-Term Relationships:
* Express Future Collaboration:
* Express interest in potential long-term collaborations beyond the current hackathon.
* Foster relationships that extend beyond the event.
* Collect Feedback:
* Seek feedback from sponsors post-event to understand their experience and gather insights for improvement.
* Legal and Administrative Aspects:
* Agreements and Contracts:
* Draft clear sponsorship agreements or contracts outlining terms and conditions.
* Ensure legal and administrative aspects are well-defined to avoid misunderstandings.
* Follow Up:
* Post-Event Gratitude:
* Send post-event thank-you messages expressing gratitude for their support.
* Provide analytics and reports showcasing the impact of their sponsorship.

**11. ESTIMATED BUDGET:** The Estimated Budget for the Hackathon gives a summary of the cost of running the event. Find it [here](https://1drv.ms/w/s!AlUevsOckQ9EgTzN7sFVStjzvumC?e=R1LMs9)

**12. PROJECT BOARD:** The link to the project board has been attached [here](https://navyasreeyellina.atlassian.net/jira/software/projects/EHQ/boards/2)