TartanHacks 2020

Sponsorship Packet
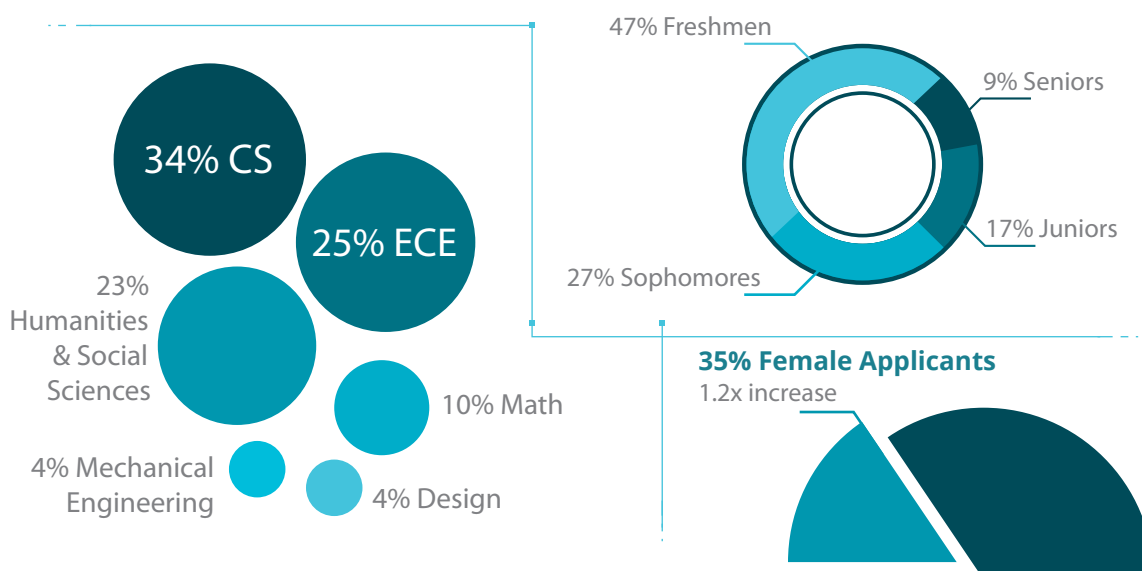
ScottyLabs

Overview

We at TartanHacks pride ourselves in being both the longest-running and the most quality oriented hackathon in the Greater Pittsburgh area. Located on the Carnegie Mellon University campus, we provide over 400 students from CMU and local universities a chance to experience a full-length hackathon. For the 9th annual TartanHacks, being held on **February 14th, 2020** to **February 16th, 2020**, we plan to continue our tradition of hosting a quality hackathon focused on innovation, creation, and education. Keeping in line with our goal to promote diversity, we encourage underrepresented groups such as women to participate and are more inclined to select first-time hackers as winning teams.

This year, we are planning to expand the hackathon to universities outside of Pittsburgh and host hackers from major east coast cities such as Boston, Philadelphia, New York, and Providence. This means a wider than ever variety of hackers and projects will be featured at TartanHacks. With your support, we hope to provide travel reimbursements and accommodations for out-of-town hackers and make TartanHacks an even more enjoyable and affordable experience for them.

Statistics from 2019

34% CS

25% ECE

23% Humanities & Social Sciences

10% Math

4% Mechanical Engineering

4% Design

47% Freshmen

9% Seniors

17% Juniors

27% Sophomores

35% Female Applicants
1.2x increase

TartanHacks is organized by ScottyLabs, a student organization at Carnegie Mellon University. We host educational events to teach students how to make things and give them the opportunity to work on these projects outside of class by developing applications and services for the campus community.

Sponsorship Levels

At ScottyLabs, we care about making the TartanHacks experience rewarding for everyone, including our sponsors. We will work with you to hear your thoughts and ideas on how best to support the hackers and make sure you can interact with the brightest talent. If you would like to know more, please send an email to sponsors@scottylabs.org.

Sponsorship Levels

For our levels of sponsorship, we offer **Startup** ($1,000 – only for small-size companies), **Bronze** ($3,000), **Silver** ($6,000), **Gold** ($10,000), and **Diamond** ($12,000 – available to one company on a first come, first serve basis). More information about each package is available on the next page.

We also have three add-ons available on top of any sponsorship level:
- Sponsor a Meal: $1000
- Sponsor Midnight Snack: $500
- Pre-event API Email: $500

If you feel like none of these sponsorship packages fit your budget, please contact us.

ResumeDrop

For **Silver** level sponsors, we will provide a zip file of all participants' resumes; this is basic ResumeDrop. For **Gold** or higher level sponsors, we provide ResumeDrop+, which includes a spreadsheet with more curated information about the participants.

Sponsorship Level Details

	Startup $1,000	Bronze $3,000	Silver $6,000	Gold $10,000	Diamond $12,000
Sponsorship Expo					
Bring mentors and recruiters	●	●	●	●	●
Standing banner	●	●	●	●	●
Tables at sponsorship expo	Launchpad	1	1	2	2
Talks and Workshops					
Short opening ceremony API talk			2 min	4 min	4 min
Workshop during hackathon				●	●
30 minute opening tech talk					●
Brand Awareness					
Logo on website	●	●	●	●	●
Slack channel			●	●	●
Sponsor raffles			●	●	●
Include swag in swag bags				●	●
Prizes (can offer only 1)					
Award an API / Social Impact Prize	●	●	●	●	●
Award a Domain Prize			●	●	●
Award a Company-Named Prize				●	●
Recruiting					
Distribute Recruiting Materials	●	●	●	●	●
ResumeDrop			●	●	●
ResumeDrop+				●	●

Sponsor a Meal: $1000   Sponsor Midnight Snack: $500   Pre-event API Email: $500

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General Information

Prizes

There are five types of prizes that will be distributed at TartanHacks:

API Prizes are valued around $500 among four team members. Your company will award a prize for the best use of your company's API (such as "Best Use of ScottyLab's Print API").

Social Impact Prizes are valued around $500 among four team members. Your company may choose a criteria related to the improvement of the community (such as "Best Hack to Improve the Environment"). This criteria must be approved by ScottyLabs.

Domain Prizes are valued around $1,000 among four team members. Your company will pick a technical domain and you will award the prize to the hack that best fits that category (such as "Best Use of Machine Learning").

Company-Named Prizes are valued around $2,000 among four team members. Your company will be allowed to come up with the prize category, such as an area that your company has particular interest or expertise in.

Grand Prizes are decided by a committee chosen by ScottyLabs.

In addition, each company will be responsible for bringing their own prize. If your company plans to present a prize, please let us know by **December 31st, 2019.** Each company can give at most one prize.

Payment

We prefer payments by credit card, but if this is a problem for you, let us know. Do not send direct deposits to Carnegie Mellon. We will provide additional information regarding payment after you confirm your sponsorship.

Full payment must be received by **January 10th, 2020**. Payments received after this date are subject to a 10% late fee. Sponsors that have not paid in full by February 13th (the day before TartanHacks) will be asked to not attend and any partial payments will not be refunded.