TartanHacks 2018

Sponsorship Packet

OVERVIEW

We at TartanHacks pride ourselves in being both the largest and the most quality-oriented software hackathon in the Greater Pittsburgh area. Located on the Carnegie Mellon University campus, we provide over 400 students from Carnegie Mellon and local universities a chance to experience an authentic hackathon. For the 7th annual TartanHacks, we plan to continue our tradition of hosting a quality hackathon focused on raw innovation, creation, and education.

Not only are TartanHacks hackers some of the best engineering students in the world, but they are also always eager to help one another and others beyond the CMU campus. We want to make sure that every hacker who shares these values gets a chance to hack with us and participate in a hackathon that can offer him or her the resources and guidance that he or she deserves. We also want to step away from hacking for the sake of winning and focus on hacking for the sake of learning. As with previous years, we will continue to welcome a diverse group of hackers who genuinely want to just make something—we will be accepting students regardless of previous experience or gender; rather, we will take students who demonstrate passion for hacking.

In accordance with Pittsburgh's tradition of building bridges, we want to bridge the gap between experienced and inexperienced hackers. For 24 hours across **February 9th and 10th,** we will have some of the brightest minds collected together under one roof, all with the unified goal of creating and learning—who knows what sorts of inspirational innovations will result?

> *Tartanhacks is run by ScottyLabs, a student organization at Carnegie Mellon University. We organize educational events to teach students how to make things, host events that give them the opportunity to work on projects outside of class, and develop applications and services for the campus community.*

ScottyLabs

WHY CHOOSE US

What Makes TartanHacks Different

Inclusive Environment In keeping in line with our goal to promote diversity, we provide early registration (this needs to be changed) for underrepresented groups such as freshmen and women, to help them feel welcome and encouraged to attend.
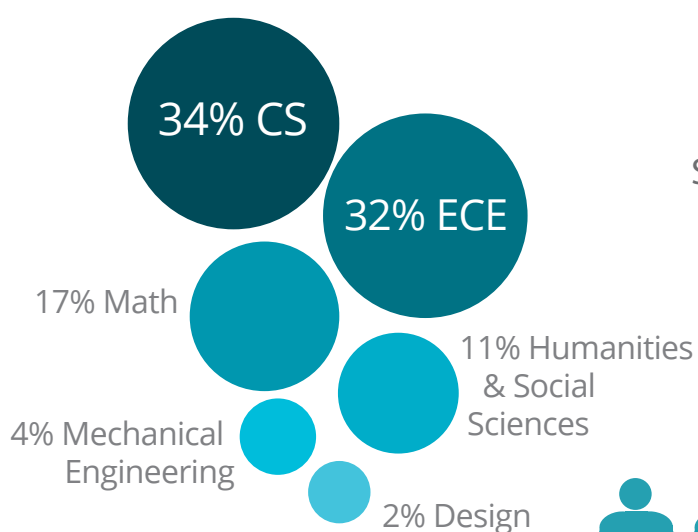
Focus on Quality, not Quantity While we always look to expand, we carefully consider every decision when increasing the size of TartanHacks to ensure that we continue to focus on quality and not quantity.

Social Impact Category Last year, we saw the birth of a new category of prizes at TartanHacks: the Social Impact Category, focusing on hacks that were made with the purpose of improving our community and world. This year, we plan to increase our focus on apps that can help by offering this additional prize category.

Statistics

These figures have been taken from our survey of 2017 TartanHacks attendees:

Major Breakdown

34% CS

32% ECE

17% Math

11% Humanities & Social Sciences

4% Mechanical Engineering

2% Design

Class Breakdown

Freshmen   50%

Sophmores   25%

Juniors   15%

Seniors   10%

3 out of 4 TartanHacks participants interacted with our sponsors.

SPONSORSHIP LEVELS

In ScottyLabs, we care about making the experience rewarding for everyone, including both hackers and sponsors. For our sponsors, we'd like to ensure that you get the most out of TartanHacks. We will work with you to hear your thoughts and ideas on how best to support the hackers and contribute to TartanHacks. If you are interested, please send an email to Serena Wang at serena@scottylabs.org.

Sponsorship Levels

For our levels of sponsorship, we offer **Bronze (**$2,000), **Silver** ($4,000), **Gold** ($6,000), and **Diamond** ($10,000—available to one company on a first-come, first-serve basis), with more information about each package available on the next page.
If you feel like none of these sponsorship packages fit your situation or budget, please contact _Serena_.

FAFSLA

For companies that cannot pay for a full sponsorship, we offer the Free Application for ScottyLabs Aid (FAFSLA). The **FAFSLA** is intended for smaller companies, or companies with an insufficient recruiting budget. Priority is given to startups and companies located in Pittsburgh, PA. If you are interested in FAFSLA, please email _Serena_ with the amount of money you would be able to contribute and the sponsorship perks that are most important to your company. We will do our best to come up with a package that suits that suits your needs.

ResumeDrop+

For silver level sponsors, we will provide a zip file of all participants' resumes; this is basic ResumeDrop. On the other hand, for gold or higher level sponsors, we will provide ResumeDrop+, which is a spreadsheet with fields for all the hackers that allows sponsors to receive more information about attendees. The fields are determined by our team and any requests that sponsors may have.

Sponsorship Levels Details

	Bronze $2,000	Silver $4,000	Gold $6,000	Diamond $10,000
Resumes				
Accept Resumes and Give Swag	●	●	●	●
ResumeDrop		●	●	●
ResumeDrop+			●	●
Talks				
2 Minute Opening Talk		●		
4 Minute Opening Talk			●	●
30 Minute Workshop				●
Table				
One Table at Event	●	●	●	●
Additional Table at Event			●	●
Table Cloth	●	●	●	●
Standing Banner	●	●	●	●
Prizes				
Award a Social Impact Prize	●	●	●	●
Award a Category Prize		●		
Award a Company Named Prize			●	●
2 Judge Seats for Grand Prizes				●
Other				
Bring Mentors	●	●	●	●
Bring Recruiters	●	●	●	●

ScottyLabs

GENERAL INFORMATION

Prizes

There are four prize types that will be distributed at TartanHacks:

Social Impact Prizes are valued around $500 and may be given out at any sponsorship level. Your company may choose the criteria, though it must be related to improvement of the community. This criteria for this prize must be approved by ScottyLabs.

Category Prizes are valued around $1,000 among four team members. Your company will be assigned a category (such as 'best native mobile app') and you will award the prize to the hack that best fits that category.

Company Prizes are valued around $2,000 (Gold) and $4,000 (Diamond) 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, which will include two members from the Diamond Partner level, and at least three other members picked by ScottyLabs.

Each company can give at most one prize. 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 15th**.

Payment

We prefer payments by check, but if this is a problem for you, let us know. **Do not send direct deposits to Carnegie Mellon.** Checks should be written out to **Carnegie Mellon University, not ScottyLabs.** *We will not be able to deposit checks written out to ScottyLabs.* Checks should be sent to:

> *ScottyLabs*
> *Box 70, University Center Suite 103*
> *Carnegie Mellon University*
> *5000 Forbes Avenue*
> *Pittsburgh, PA, 15213*

Full payment must be received by **January 15th**. Payments received after are subject to a 10% late fee. Sponsors that have not paid in full by February 8th (the day before TartanHacks) will be asked not to attend, and the down payment will not be refunded.

PAYMENT CHECKLIST

To help us prepare for TartanHacks, we ask that all sponsors use the provided checklist:

December 1st:
☐ Sign up to be a TartanHacks sponsor

December 15th:
☐ Let us know if your company is bringing a prize

January 15th:
☐ Make full payment of sponsorship
☐ Prepare swag, banners, and other materials to be shipped to CMU
☐ Decide which recuiters and mentors to bring

February 1st:
☐ Email us slides for opening ceremony
☐ Provide on-site point of contact information

ScottyLabs