TARTAN HACKS
SPONSORSHIP PACKET
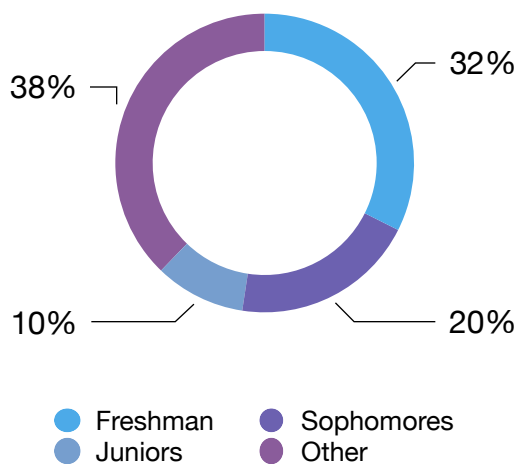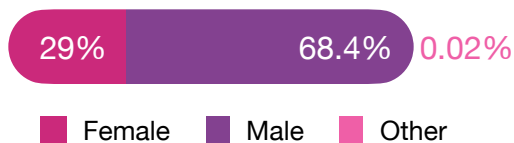
FEBRUARY 4-6 2022

OVERVIEW

We at TartanHacks pride ourselves in being both the longest-running and the highest-quality hackathon in the Greater Pittsburgh Area. Run by ScottyLabs, a Carnegie Mellon University organization, we have consistently provided 400+ CMU students the opportunity to show off their skills in a full-length hackathon, and this past year, we were able to do the same for over 300 students across universities across the world in a virtual format.

Participants

39.3%   60.7%

■ CMU   ■ Non CMU

Gender

29%   68.4%   0.02%

■ Female   ■ Male   ■ Other

32%
38%
10%   20%

● Freshman   ● Sophomores
● Juniors   ● Other

Statistics from 2021

For the 11th annual TartanHacks, being held **February 4th through February 6th**, 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 are actively working to encourage all underrepresented and minority groups and those with limited technical experience to participate and are more inclined to select first-time hackers as winning teams.

New this Year

This year, we are expanding our hackathon to support and host hackers from all over the world in an in-person format. This means that we will be hosting a wider-than-ever variety of hackers and projects at TartanHacks. With your support, we hope to provide the best possible experience for out-of-town hackers to make TartanHacks an even more enjoyable and valuable experience.

SPONSORSHIP INFORMATION

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)
- **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 will fit your budget, please underline contact us, and we can create a custom package for you.

ResumeDrop

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

Sponsorship Details

	Startup $1,000	Bronze $3,000	Silver $6,000	Gold $10,000	Diamond $12,000
Sponsorship Expo	◇	◈	⬡	☆	◆
Bring mentors and recruiters	X	X	X	X	X
Standing banner	X	X	X	X	X
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	-	-	-	X	X
30 minute opening tech talk	-	-	-	-	X
Brand Awareness	◇	◈	⬡	☆	◆
Logo on website	X	X	X	X	X
Slack/Discord channel	-	-	X	X	X
Sponsor raffles	-	-	X	X	X
Include swag in swag bags	-	-	-	X	X
Prizes (can only offer 1)	◇	◈	⬡	☆	◆
Award API/Social Impact Prize	X	X	X	X	X
Award a Domain Prize	-	-	X	X	X
Award a Company-Named Prize	-	-	-	X	X
Recruiting	◇	◈	⬡	☆	◆
Distribute recruiting materials	X	X	X	X	X
ResumeDrop	-	-	X	X	X
ResumeDrop+	-	-	-	X	X

Sponsor A Meal: $1000   Sponsor Midnight Snack: $500   Pre-Event API Email: $500

GENERAL INFORMATION

Prizes

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

1. **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").
2. **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 before the event.
3. **Domain Prizes** are valued around $1000 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").
4. **Company-Named Prizes** are valued around $2000 among four team members. Your company will be allowed to come up with the prize category, such as an area your company has a particular interest or expertise in.
5. **Grand Prizes** are decided by a committee chosen by ScottyLabs.

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 14th, 2022**. Payments received after this date are subject to a 10% late fee. Sponsors that have not paid in full by February 3rd (the day before TartanHacks) will be asked not to attend and any partial payments will not be refunded.