# DUBHACKS

## SPONSOR'S GUIDE
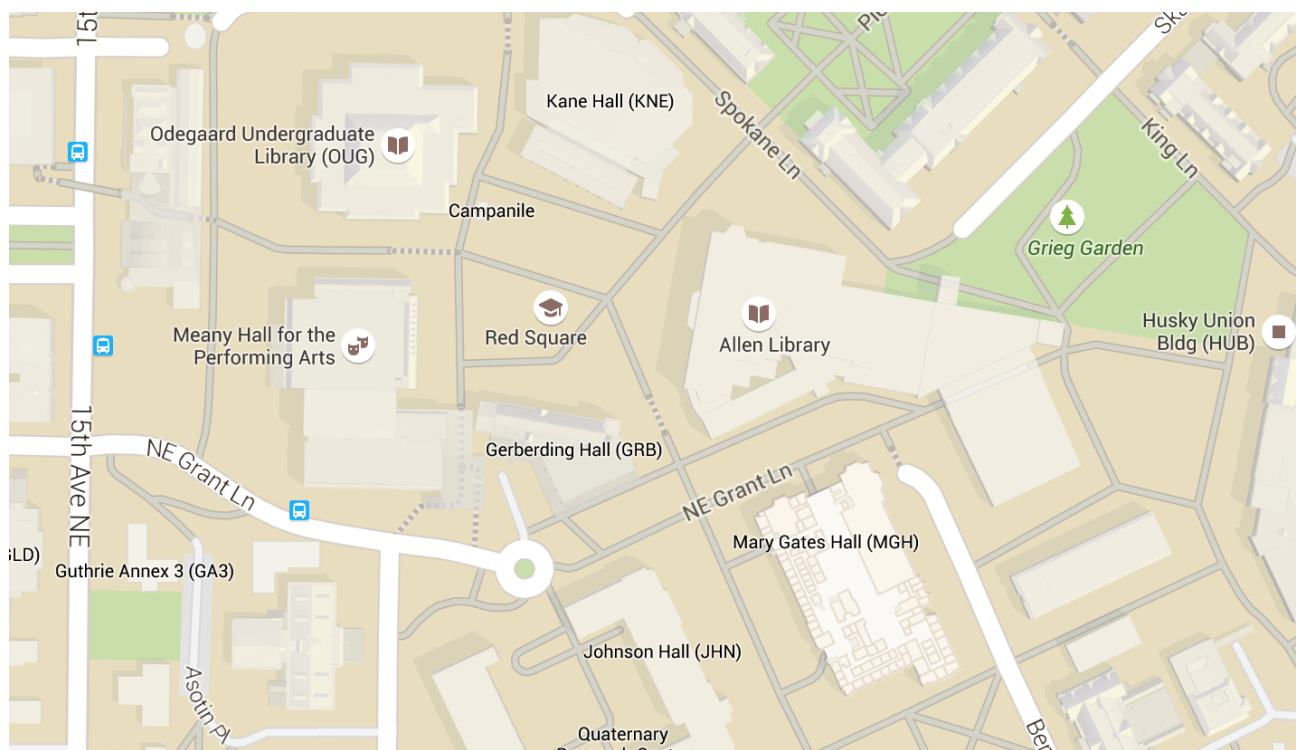### FALL 2015

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## Sponsor's Guide to DubHacks

Thank you so much for sponsoring DubHacks! Industry sponsors like you make this community student developer event possible. Students remember DubHacks all year long, wear their DubHacks shirts wherever they travel, and many of them attribute their internships to this event.

Companies that get involved in DubHacks have historically gotten more benefits to sponsoring this event. **BE CREATIVE!** We're a small, motivated group of students organizing this event and we're very open to unique ways of having fun. If you want want to organize a 3:00am Redbull Run, hold a 7:00am yoga class, or afternoon thumb wrestling tournament, just email us and let's make it happen!

## The Basics

DubHacks will open registration at 3:30pm Saturday, October 17, and end around 9pm Sunday, October 18. It will be hosted in **Kane**, **Johnson**, and **Mary Gates** Halls on the University of Washington's campus in Seattle, WA.

## When should I arrive?

Please arrive to Kane Hall at 4:30pm on 10/17. We will start the opening ceremony at 5:00pm. If you have boxes (tabling equipment or swag) you'd like to drop off for your sponsor booth before the opening ceremony, please go to MGH between 3:00pm and 5:00pm to drop off your boxes with a DubHacks volunteer. Boxes that you shipped to us will also be there and will be accessable at 6:30pm.

## If I'm driving, where should I park?

Parking on UW campus is complimentary from noon on Saturday until 6:00am Monday. There is a parking garage under Red Square that you may use.

## Where should I stay the night?

You can stay at a number of hotels near the University of Washington.
http://tiny.cc/dubhacks-hotel

## How many mentors/company representatives should I bring?

We recommend the following (fibonacci) number of company representatives:
>Bronze: 1-2
>Silver: 2-3
>Gold: 3-5
>Platinum: 5-8

## How do workshops work?

If you are eligible for hosting a tech talk/workshop, we are are hosting 30 minute workshops in JHN 102 from 10/17 7:30pm to 12:30am (your time will be assigned to you). We expect 20-50 students to attend each workshop. Your workshop leader should bring a laptop which will be hooked up to a large projector. We will also create a Facebook event which will be used to promote attendance to your workshop.

## When am I required to be on-site?

**10/17  4:30-6:30pm**: One company representative should be on-site during the keynote. Bronze and Silver sponsors should prepare a 1 minute pitch while Gold sponsors will prepare a 2 minute pitch.

**10/17  7:00-7:30pm**: Setup sponsor table in the Mary Gates Commons with 1-2 company reps.

**10/17  7:30-9pm**: All-hands on deck - Sponsor/student mingle time! All 600+ students will come to Mary Gates Commons to talk to sponsors and grab dinner. This is your time to follow up with students who heard your pitch during the keynote and want to learn more about your company, technology/APIs, and prizes.

**After 9pm until 5pm the next day**, mentors may stay as long as they like, helping out students with their projects.

**10/18 5:30pm**: Pack up sponsor table and prepare for judging. We will have rooms reserved to temporarily store boxes, but sponsors are responsible for packing their gear and taking it after the event. From 6:00-7:30pm, students will present their projects at their table numbers in a career-fair-styled expo. You will be given a list of student teams that requested you see their projects and would like to win your sponsor prize. Please have a company rep see each of the booths, choose one winner, and report back to the sponsor check-in area. We will also have dinner available for you during this time.

**10/18  8:00pm**: Closing ceremony. Around 8:30pm, each sponsor will announce their sponsor prize on stage. Please have one person ready to say something like: "For Hooli's API prize, we thought this project did a great job of taking a creative spin on SoLoMo data compression, so we are awarding Hooli headphones to <team name>!"

# What should I bring?

**Sponsor Table Swag**
Similar to a career fair, you may bring a table banner and company branded swag to the hackathon. We recommend any of the following items: Phone chargers, slippers, pillows, gloves, sunglasses, frisbees, pens, stickers, ping pong balls, blanket, pajamas, bottle openers, water bottles. We plan to pack up sponsor tables at 5:30pm on 10/18.

**Hacker Pack Swag**
The DubHacks team is preparing cinch bag that will be distributed to all 600+ student attendees. If you would like add your own swag to this bag, such as a sticker, promo code card, or some other object, please email sponsor@dubhacks.co.

**Sponsor Prize**
Every sponsor is eligible of creating a prize for a category "Best use of XXX API" or "Best data visualization project". See last year's prizes for ideas at dubhacks.devpost.com. Your company may award a prize that will be announced on stage during the closing ceremony. You choose the winner of this prize.

**Grand Prize**
If you would like to congratulate a top 3 team by donating a prize, we will announce your donation on stage. You also get to be in direct contact with these students.

**Note:** The max team size is 5, so expect to provide 5 of each prize item to the team.

## I'd like to ship boxes for the event. How do I do that?

Please label your boxes clearly with "<COMPANY NAME> + DUBHACKS". **If you don't label properly, your boxes will not be at the event.** These boxes will be available for sponsor table setup from 6:30-7:30pm on 10/17. The address you may ship boxes to is the following:

Kay Beck-Benton (DubHacks)
185 Stevens Way, RM AC101
Box 352350
Seattle WA 98195-2350

Please prepare to pick up and ship your packages at the end of the event.
**Shipping Deadline**: We need to receive your packages by Monday, Oct. 11

## I want to add DubHacks branding to my pamphlets/swag.

Great! Please see the attached logos and be sure to spell DubHacks with a capital "D" and "H" as one word.

## What should I look out for?

**09/15**: Sponsor Guide
**10/05-10/09**: Call with Grant. I want to make sure you as a sponsor have just as awesome experience as the students will have.
**10/12**: Final details sent to sponsors
**10/17**: DubHacks!

## Who can I contact if I have questions, comments, or concerns?

You can email sponsor@dubhacks.co if you have questions before the event.
Grant Timmerman will be your main on-site contact.
You can text or call Grant at (650) 644 8307.