



# HackPSU

## Sponsorship Information

### FALL 2016

**November 12<sup>th</sup> 2016. 400 Hackers. 24 Hours. //Build Something**



## WE ARE... HACKPSU!

HackPSU is a northeast regional hackathon situated in the heart of Happy Valley. In the past 4 years we have hosted 7 hackathons, bringing together over 2000 students from 20+ universities to build, innovate, and explore technology in new and exciting ways. This year marks our 8th event, and the team would love to have you join us in creating another 24 unforgettable hours.

## GETTING INVOLVED

HackPSU is a large-scale event, so we need sponsors just like you to help make it happen. All sponsorship funds go directly to costs of running the hackathon - things like food, venue space, tables, prizes, and transportation. Check out our sponsorship tiers and add-on items for ways you can make the most out of your experience. If there is anything missing or something else you're looking for don't hesitate to send us an email at [sponsorship@hackpsu.com](mailto:sponsorship@hackpsu.com), and we'll get back to you right away!

## WHY SPONSOR?

Hackathons remain one of the premier avenues for connecting with students and bringing your brand to center stage. Here are 3 ways we find sponsors most benefit from getting involved:

### RECRUITING

What is better than a building full of ambitious students willing to spend a weekend building, testing, and hacking together new tech? Set up a table with us and get incomparable access to university talent, including resumes, interview rooms, and non-stop networking opportunities!

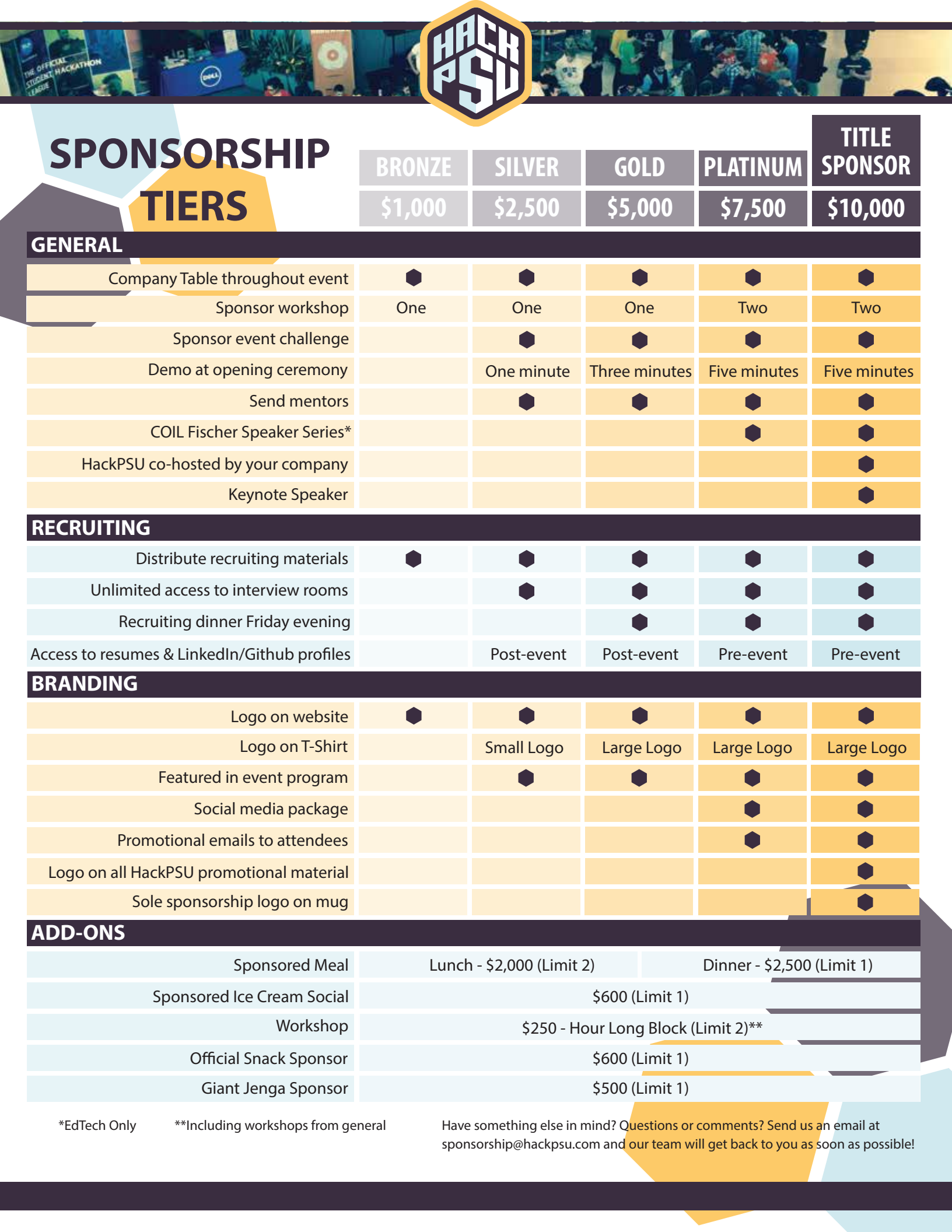
### EXPOSURE

Sponsorship is a great way to accelerate brand recognition and show off new products with one of your key audiences - the new generation of tech developers, leaders, and consumers. We provide multiple options for getting your name in front of our hackers, ranging from sponsored keynotes, meals, and swag to hosting one of our recreation events.

### FEEDBACK

Hackathons double as a weekend of high-speed, top-quality user testing. This is a chance to see how developers use your tech in real applications and simultaneously get feedback on their experience. To help facilitate this we offer branded API challenges, workshops, and an industry mentor program.

**Questions? Shoot us an email at [sponsorship@hackpsu.com](mailto:sponsorship@hackpsu.com)**



# SPONSORSHIP TIERS

| SPONSORSHIP TIERS                            | BRONZE                              | SILVER     | GOLD                       | PLATINUM     | TITLE SPONSOR |
|--|-------------------------------------|------------|----------------------------|--------------|---------------|
|  | \$1,000                             | \$2,500    | \$5,000                    | \$7,500      | \$10,000      |
| GENERAL                                      |                                     |            |                            |              |               |
| Company Table throughout event               | ●                                   | ●          | ●                          | ●            | ●             |
| Sponsor workshop                             | One                                 | One        | One                        | Two          | Two           |
| Sponsor event challenge                      |                                     | ●          | ●                          | ●            | ●             |
| Demo at opening ceremony                     |                                     | One minute | Three minutes              | Five minutes | Five minutes  |
| Send mentors                                 |                                     | ●          | ●                          | ●            | ●             |
| COIL Fischer Speaker Series*                 |                                     |            |                            | ●            | ●             |
| HackPSU co-hosted by your company            |                                     |            |                            |              | ●             |
| Keynote Speaker                              |                                     |            |                            |              | ●             |
| RECRUITING                                   |                                     |            |                            |              |               |
| Distribute recruiting materials              | ●                                   | ●          | ●                          | ●            | ●             |
| Unlimited access to interview rooms          |                                     | ●          | ●                          | ●            | ●             |
| Recruiting dinner Friday evening             |                                     |            | ●                          | ●            | ●             |
| Access to resumes & LinkedIn/Github profiles |                                     | Post-event | Post-event                 | Pre-event    | Pre-event     |
| BRANDING                                     |                                     |            |                            |              |               |
| Logo on website                              | ●                                   | ●          | ●                          | ●            | ●             |
| Logo on T-Shirt                              |                                     | Small Logo | Large Logo                 | Large Logo   | Large Logo    |
| Featured in event program                    |                                     | ●          | ●                          | ●            | ●             |
| Social media package                         |                                     |            |                            | ●            | ●             |
| Promotional emails to attendees              |                                     |            |                            | ●            | ●             |
| Logo on all HackPSU promotional material     |                                     |            |                            |              | ●             |
| Sole sponsorship logo on mug                 |                                     |            |                            |              | ●             |
| ADD-ONS                                      |                                     |            |                            |              |               |
| Sponsored Meal                               | Lunch - \$2,000 (Limit 2)           |            | Dinner - \$2,500 (Limit 1) |              |               |
| Sponsored Ice Cream Social                   | \$600 (Limit 1)                     |            |                            |              |               |
| Workshop                                     | \$250 - Hour Long Block (Limit 2)** |            |                            |              |               |
| Official Snack Sponsor                       | \$600 (Limit 1)                     |            |                            |              |               |
| Giant Jenga Sponsor                          | \$500 (Limit 1)                     |            |                            |              |               |

\*EdTech Only

\*\*Including workshops from general

Have something else in mind? Questions or comments? Send us an email at [sponsorship@hackpsu.com](mailto:sponsorship@hackpsu.com) and our team will get back to you as soon as possible!