



THE TORONTO HACKER CLUB PRESENTS

# BACK IN HACKS

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# WHAT IS THE TORONTO HACKER CLUB?

The Toronto Hacker Club is a student-run organization, aiming to promote technology-based education throughout the Greater Toronto Area. To date, we have hosted three hackathons and three workshops in partnership with a variety of influential companies, such as Google, Mozilla, and RBC. The Toronto Hacker Club has also been awarded the "Building Community through Sciences and Technology Award" by the Toronto Youth Cabinet.

## Past Events

Featuring topics from cybersecurity to data science, the Toronto Hacker Club has educated and inspired hundreds of students throughout the Greater Toronto Area and is proud to do so once again with Back in Hacks. With two years of experience, our organization has been privileged to work with speakers, engineers, and programmers from leading tech companies and corporate partners including Google and Mozilla, who share our vision in exposing future entrepreneurs to the latest in technology.

In October 2015, the Toronto Hacker Club launched an ambitious first event, a 12 hour hackathon with an attendance of 60 high school students. Approximately one year later, our organization ran its second hackathon, T.Hacks, a city-wide competition that saw over 700 applicants and over 100 eventual competitors. With over \$1500 in prizes, sponsors Hover, Dotto-One, and Informatica saw themselves feature to the brightest and most ambitious pool of high school students in Toronto.

Our most recent event, JS Boost @ Mozilla, focused on exposing students to the relevant, real-life applications of Javascript through Meteor.JS and Chart.JS. During the event, corporate partners RBC, Amanah Tech, and Phoenix Software were able to promote their products, services, and companies as they simultaneously provided high school and university students with the opportunity to learn, improve, and explore with Javascript.

## Planned Workshops

### Introduction to Web Design

At Introduction to Web Design, designers and illustrators have the opportunity to learn and then test their knowledge by building their first website from scratch. Participants will be taught how to use HTML, CSS and Bootstrap. They will be introduced to important Web Design concepts, such as responsiveness, UI/UX, and SEO.

### Introduction to Node.js

At Introduction to Node.js, hackers will learn to use the popular JS runtime used for backend web development. Participants will build a fully functional web app, with the help of ExpressJS, MongoDB, and AngularJS. This workshop will offer all the vital tools required to build a breathtaking web app at Back in Hacks!

### Your Workshop Here

Included in the Gold and Platinum packages, you can send some of your own speakers to come down to Back in Hacks and give a workshop on your company's product.

# WHY SPONSOR?

## Recruitment

Hackathons are better than any interview. Over 36 hours, you will be given the opportunity to watch participants collaborate effectively, apply their experience, learn to use new tools, and market and present their ideas. Although a CV is what qualifies a candidate, the individual at heart is what drives their legitimacy in your workplace. Back in Hacks will cater to your company's needs, as your recruiters and mentors meet aspiring candidates firsthand. From hundreds of hand-picked applicants, we offer a rare opportunity to converse with developers from all backgrounds.

## Brand Recognition

At Back in Hacks, we will take your brand to new heights by promoting your service to a crowd of hackers all wanting to dive into the next big thing. With our diverse audience, we hope to align enthusiastic programmers with the vision of your niche and convert weekend participants into lifelong clients.

## Product Testing

At Back in Hacks, many participants will critique your product and offer valuable one on one feedback. Students will grant you the benefits of free product testing and can provide your product with surprising new insights through the projects they create. With exclusive access to Toronto's best, you can identify flaws, complaints, and surprises before your product reaches the general public.

# SPONSORSHIP PACKAGES

Tier	Bronze \$500	Silver \$1200	Gold \$1500	Platinum \$2000
Logo on Website	S	M	L	XL
Shout-out at Event	✓	✓	✓	✓
Logo attached to Slideshow	✓	✓	✓	✓
Distribute Swag*	✓	✓	✓	✓
Mentoring*	✓	✓	✓	✓
Sponsor Table	✓	✓	✓	✓
Present Sponsor Prize*		✓	✓	✓
Recognition on Social Media*		✓	✓	✓
Logo on Event Poster*		✓	✓	✓
Demo/Talk at Opening Ceremony			5 Min	10 Min
Access to Resumes & GitHubs			After	Before
Sponsor-led Workshop*			✓	✓
Email Attendees*				✓

### **Distribute Swag**

Any marketing articles provided by the sponsor will be distributed to the participants at the event. Distributing the name and logo of your company to the participants will improve your brand awareness.

### **Mentoring**

A great way to get to know the participants is through sending a few company employees to mentor them. In addition to networking with the students, insight may be gained into the various exciting projects that participants are working on.

### **Present Sponsor Prize**

One of the most exciting parts of a hackathon is the award ceremony. It is at this stage that effort is evaluated, competition is cherished, and emotions are heightened. Your company can share this moment with participants by presenting a sponsor prize. A company representative will present the award to the winning team and pictures will be shared on social media.

### **Recognition on Social Media**

The Toronto Hacker Club will recognize your company as an event sponsor on multiple occasions before and after the event on our social media platforms. We have a presence on Facebook, Twitter, Instagram, and Snapchat.

### **Logo on Event Poster**

We will have posters promoting the event at over twenty TDSB schools. Your company's logo will be included on the event posters.

### **Sponsor-led Workshop**

Help us learn about your services and products by planning a your very own workshop!

### **Email Attendees**

You will have the ability to communicate by email with everyone who registered for our event. We are willing to send up to three emails to all the participants on your company's behalf.