

# HackRPI 2016

November 12-13, 2016

## Sponsorship Information

<https://hackrpi.com>

[sponsor@hackrpi.com](mailto:sponsor@hackrpi.com)

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# What is HackRPI?



HackRPI 2016 is the third annual intercollegiate hackathon hosted at Rensselaer Polytechnic Institute in Troy, NY. It is completely organized and run by students. This year we will reach out to 500 college and high school students from the Northeast for a 24-hour coding marathon on November 12 –13, 2016\*. Students will create their own projects from start to finish in a collaborative atmosphere to learn and compete for prizes.

\* Pending final confirmation of venue.
































# Why Sponsor?

Sponsoring HackRPI is an investment in the future of computer science. Hackathons allow students to explore new technologies and collaborate with one another in a fun, relaxed environment. They are a more engaging way for students to learn about software development than traditional schoolwork. Students who enjoy hackathons are looking for the companies that support them, because without travel reimbursements, great food, cool prizes, or awesome swag, hackathons would not engage as large of an audience as they currently do. Sponsorship from companies like yours is what makes the experience incredible. Additionally, hackathons are the perfect opportunity for recruiting the most motivated students. Why go through formal events such as career fairs and first-round interviews when you can have your developers observe students build projects using your technologies? This direct assessment of a student's ability to work with your technologies in a relaxed environment is hard to find elsewhere.

# Sponsorship Tiers

Perks	Bronze \$1,000	Silver \$3,000	Gold \$5,000	Platinum \$10,000
Distribute Swag				
Name on website and information packet				
Award Prizes				
Tech Talks				
Recruiting	<i>2 reps</i>	<i>3 reps 1 table</i>	<i>5 reps 1 table</i>	<i>10 reps 2 tables*</i>
Logo on Shirt and Website	<i>Website Only</i>	<i>Small</i>	<i>Medium</i>	<i>Large</i>
Sponsor Scavenger Hunt				
Participate in Judging				
Resume Book		<i>Post-event</i>	<i>Pre-event</i>	<i>Pre-event</i>
Company Talk			<i>30 minutes</i>	<i>1.5 hours</i>
Private Interview Rooms			<i>1</i>	<i>4</i>
Keynote Speech				
Logo on All Official Emails				
Branded Mini-Games or Meals				

# The Nuts and Bolts

## Distribute Swag

If you have your own company merchandise, you are more than welcome to distribute as much as you would like over the course of the event.

## Name on Website and Information Packet

After you confirm your sponsorship and send us your logo, it will be displayed on our website, <https://hackrpi.com>, in a size determined by your sponsorship tier. In addition, your logo will be included in the hacker information packet that will be available on our website before the event.

## Award Prizes

If you would like to reward a team's effort or attract more students to your platform, API, or technology, you are encouraged to award a prize to the project(s) of your choice. You will be allowed to present the prize to your winning team(s) during the closing ceremony.

## Tech Talks

This year at HackRPI, we are taking a new approach to Tech Talks by emphasizing the principal theme of hackathons: learning something new. Tech Talks will be open to any speaker who would like to hold an educational, technical presentation and are subject to the following stipulations.

1. Tech Talks are limited to a maximum of 25 minutes.
2. Tech Talk topics must be approved by HackRPI.
3. Tech Talk topics must not directly promote, advertise, or otherwise recruit for the speaker's employer.
4. Tech Talk times will be scheduled after Company Talk times.

Tech Talks are a fantastic medium to engage beginner students or teach experienced students some new tricks. We highly encourage mentors to consider giving a Tech Talk.

## Recruiting

Your level of sponsorship determines the number of recruiters you will be allowed to have on site at the event as well as the number of tables. Bronze Tier sponsors will be allotted a shared table space where large banners and signs are not permitted. Platinum Tier sponsors will be eligible to select the location of their tables prior to the event.

If you would like to send representatives to the event for the strict purpose of mentoring, they do not count towards your recruiter allotment.

## Logo on Shirt and Website

Your logo will be on all official HackRPI 2016 t-shirts that will be given to every student who attends the event. In addition, your logo will appear on our website at <https://hackrpi.com>.

# The Nuts and Bolts

## Sponsor Scavenger Hunt

The sponsor scavenger hunt is a game that encourages students to interact with our sponsors by matching facts with the corresponding sponsors to collect a unique prize from HackRPI. Your company can provide a fun fact about itself to use in the game.

## Participate in Judging

Your representatives will be eligible to participate in the judging process. This is a great opportunity to engage with the student teams, judge the students' presentation and product, and help select the winning teams of the hackathon. If you also have your own prize, you will have time to judge projects for your own category as well.

## Resume Book

You will receive a resume book of approximately 1,000 resumes from students across the Northeast and beyond. We would be happy to sort the resumes for you based on any of the student data we have collected. If you qualify, you can receive the resume book one week before the event as well as after the event.

## Company Talk

Your Company Talk is an opportunity to give an walkthrough on how to use your company's API, discuss a general topic that you believe would interest students, or use the time to discuss job opportunities at your company and encourage students to apply. Time slots for company talks will be given out on a first come, first served basis.

## Private Interview Rooms

Through our partnership with the Center for Career and Professional Development at RPI, we are able to provide private, quiet interviews rooms for you, should you want to interview students in a more formal setting. Your room(s) will be available for you to use at any time during the event.

## Keynote Speech

For our most generous sponsors, we allow a five minute presentation during our opening ceremony. This is a great opportunity to address our entire student audience, encourage them to engage with your company, and explain what makes your company so great.

## Logo on All Official Emails

Your logo would appear in the footer of all our official mass emails to our student audience. This serves as constant, subtle reminder of your company's presence at and support for HackRPI.

## Branded Mini-Games or Meals

You have the opportunity to brand a specific mini-game or meal to attract more attention to your brand and company. We are open to discussing the details of this option.

# HACK(RPI);

## BY THE NUMBERS

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292

unique schools registered

11:1

hacker to mentor ratio

4922

farthest distance traveled to  
reach HackRPI (miles)

34

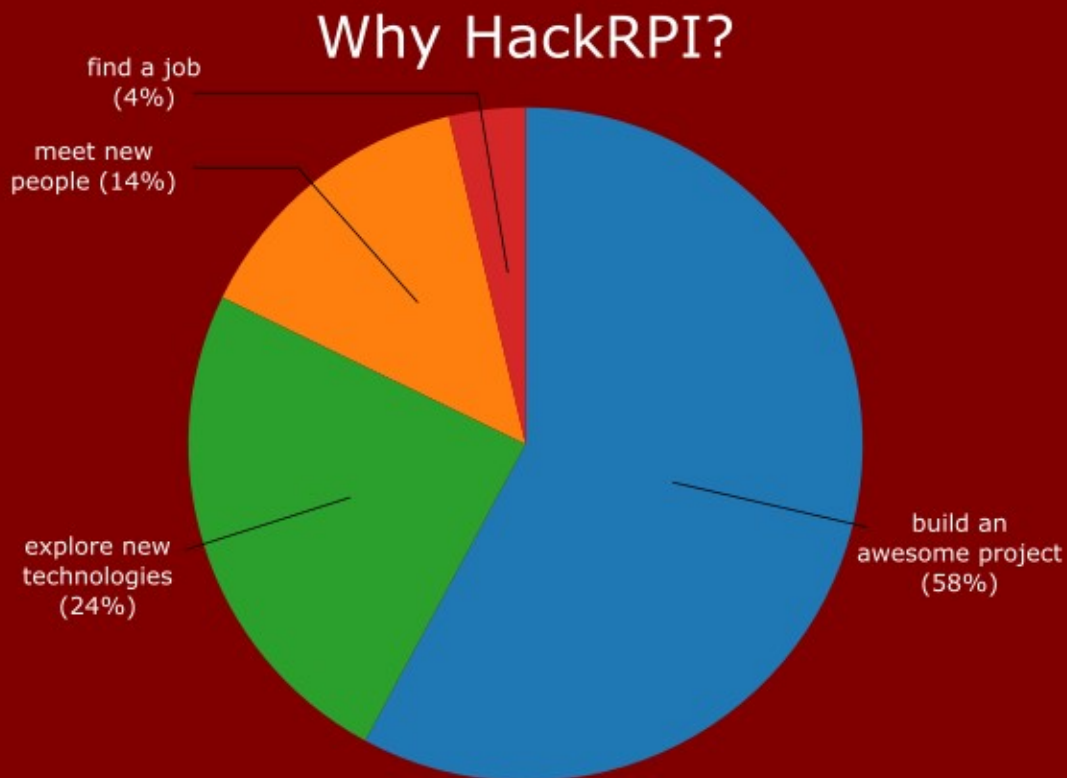
percentage of students who  
had no prior hackathon  
experience

77

projects created

2000

bottles of water consumed



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# Closing Remarks

Thank you for considering to sponsor HackRPI 2016! We hope you will help us make this event a truly remarkable experience for 500 student innovators. Should you decided you would like to become a sponsor or have any questions about the event, please do not hesitate to contact us by phone or email. You can email [sponsor@hackrpi.com](mailto:sponsor@hackrpi.com) or contact any of us personally.

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