HACK(RPI);

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What is HackRPI?

HackRPI 2015 is the second annual intercollegiate hackathon hosted at **Rensselaer Polytechnic Institute in Troy, NY**, completely organized and run by RPI students. We will again be hosting 500 college and high school students from the Northeast and beyond for a 24-hour coding marathon. Students will create their own projects from start to finish in a collaborative atmosphere to learn and compete for prizes.

The event will take occur on **Saturday, November 14, 2015 to Sunday, November 15, 2015 on the RPI campus**: namely, in the Darrin Communications Center (DCC), Low Center for Industrial Innovation (CII), and the Jonsson Engineering Center (JEC).

Who is HackRPI?

We are a collective of RPI students who share a passion for exploring the bounds of computer science and pushing the limits of what students can do. We believe that HackRPI is an event that our school needs. By attending countless hackathons across the nation, we found ourselves engaged in all aspects of hackathons. Through our experiences, we have seen what makes hackathons so awesome and what we can do to take the hackathon experience to the next level.

Our goal is to hold an event that embodies our vision of the perfect hackathon experience. In our first year alone, we dedicated significant effect towards reaching this goal. We have rallied the computer science community at RPI by forming a club, the Rensselaer Hackathon Organization, which is now recognized by our Student Union. Through the club we have organized carpools and buses to many hackathons in the region and increased RPI student participation in hackathons.

We have dedicated ourselves to ensuring that HackRPI meets our own high expectations; admittedly, we cannot achieve greatness on our own—we need your help.

Why Sponsor?

Sponsoring HackRPI is investing 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 and brands that support this new kind of event, 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 are what make 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 technology in a relaxed environment is hard to find elsewhere.

Sponsorship Tiers

	Bronze $1,000	Silver $3,000	Gold $7,000	**Platinum* $15,000**
Distribute Company Swag	✓	✓	✓	✓
Name on Website[1] and Information Packet[2]	✓	✓	✓	✓
Award API/Specific Prizes	✓	✓	✓	✓
Recruiting	2 reps	3 reps 1 table	5 reps 2 tables	10 reps 3 tables
Participate in First Round of Judging[3]		✓	✓	✓
Participate in Sponsorship Scavenger Hunt[4]		✓	✓	✓
Logo Size on Shirt[5] and Website[1]		Small	Medium	Large
Resume Book		✓	✓ + Demographic data	✓ + Demographic data
Participate in Finalist Judging[3]			✓	✓
Tech Talks			30 minutes	1 hour
Private Interviews			2 hours	8 hours
Keynote Speech				✓
Personal Company Lounge				✓
Logo on All Official Emails[6]				✓
Sponsored Meals/Mini-Games[7]				✓

* limited to 3 companies

[1] The official HackRPI website is https://hackrpi.com.

[2] Students shall receive an Information Packet in either physical or digital form with detailed information on the weekend's activities.

[3] There shall be two rounds of judging: the first, a general round of judging, and the second, a final round to determine the winners. The exact details of the judging process will be announced closer to the event.

[4] Students shall receive a checklist of qualified sponsors at check-in. Students who complete the checklist by visiting all of the sponsors, they will receive special HackRPI swag.

[5] All students who attend receive a free HackRPI 2015 t-shirt. Sponsors' logos shall appear on the back. Volunteers and Organizers will also have t-shirts with sponsor logos on the back.

[6] Sponsor logos shall be included at the bottom of all emails sent by HackRPI to participants.

[7] Sponsors have the opportunity to have a named meal or special activity.

Note: All returning sponsors of HackRPI 2014 will receive a **ten percent discount** on prices listed above.

Alternative Sponsorship Options

If you cannot provide direct monetary sponsorship, we would be happy to discuss alternative forms of sponsorship.

Your Role

Bronze

As a Bronze Tier sponsor, you would be allowed to send two representatives to be onsite during the event. One of the most valuable parts of your role for the students is providing mentorship. If the representatives you are sending are experienced in the field of computer science, we would love for them to actively engage in mentoring the students. It can also be incredibly valuable to your company: working with students as they problem solve in a relaxed environment is an excellent recruiting opportunity! You would be able to build a relationship with the students through informal discussions about your products or general computer science.

Your company would also be permitted to award any sort of prizes that you see fit. We suggest awarding a prize for the best use of your company's API. If you don't have an API, you could also consider awarding a prize for the best use of a technology that is widely used at your company. Prizes, even small ones, attract the attention and interest of students towards your company.

Silver

As a Silver Tier sponsor, you would receive all of the benefits of the Bronze Tier with many additional perks. You would be able to send three representatives and have one table to set up a booth for your company. The table will be located in the DCC Great Hall, around which the event is centered. You are encouraged to bring banners and signs to mark your location. We also recommend bringing swag to distribute to students who visit your booth.

The representatives that you send would also be able to participate in the first round of judging. This means that they would be assigned a group of projects to judge and report on to the other judges. In addition, your company logo would appear on both the HackRPI website and the official HackRPI shirt that is given out to all participants.

Your company would also be able to participate in the Sponsor Scavenger Hunt. All students will receive a checklist of designated sponsors when they check-in at the event. The students are tasked to meet with our sponsors, engage in conversation, and get checked off. Upon completion of the checklist, students will receive special HackRPI swag. This will direct students towards your booth and start a conversation with your representatives, using the game as a way to break the ice.

Last, and perhaps the most important to your company, you would have access to the HackRPI 2015 Resume Book. This Resume Book not only includes the resumes of all of the students who attend, but also all of the students who registered for HackRPI 2015. This resume book is a very valuable recruiting tool for your company, featuring hundreds of motivated and talented students.

Gold

As a Gold Tier sponsor, you would receive all of the benefits of the Bronze and Silver Tiers. Expanding on these tiers, you would be able to send up to 5 representatives to the event and have two tables. Your company logo would be appear larger than the Silver Tier on both the website and the shirt. In addition, you would receive a more detailed resume book that includes demographic data on our attendees. Your representatives would also be allowed to participate in the final round of judging to ultimately decide the winners of HackRPI 2015.

Furthermore, your representatives would be allowed to give a 30 minute tech talk during the event. You can lead an introduction on how to use your company's API or a general topic that you believe would interest students; moreover, you can use the time to discuss job opportunities at your company and encourage students to apply. Time slots for tech talks will be given out on a first come, first served basis.

Gold Tier sponsors also have the opportunity to conduct private interviews during the event, for a total time of two hours. Courtesy of the Center for Career and Professional Development at RPI, you would have access to quiet rooms in which to conduct formal interviews. This is a great recruiting opportunity to interview students from across the region.

Platinum

As a Platinum Tier Sponsor, you would receive all of the benefits of the Bronze, Silver, and Gold Tiers listed above. In addition, the Platinum Tier is limited to a maximum of three sponsors. Expanding on the Gold Tier, you would have the option to give a one hour tech talk (or two 30 minute tech talks) and conduct up to eight hours of private interviews. Your company logo would appear in the largest size on both the HackRPI website and t-shirt.

Additionally, you would be able to send up to ten representatives to our campus for the event. You would have three tables to create a dominating presence in the DCC Great Hall. We would provide your representatives with a personal company lounge that you may use in however you see fit for your needs: a quiet resting area for your busy representatives or area to invite students to explore and delve deeper into your company or product.

¬¬During the opening ceremonies on the first day, your representatives would be able to give a five minute keynote address to the entire HackRPI audience. This is an unparalleled chance to promote your company and/or product to all 500 of our students at the same time; the spotlight would be completely on your company.

Your company logo would also appear at the bottom of all official HackRPI emails sent to our registered applicants. This would emphasize your presence at HackRPI to all of our participants and remind them of your attendance.

Finally, as a Platinum Sponsor, you would have the option to sponsor a meal or activity. For example, when we announce that dinner is ready to be served, we would say something to the effect of "dinner, graciously provided by [your company here]." This is yet another opportunity to promote your company name to reach every single one of the students.

HackRPI 2014

HackRPI 2014 was the first official hackathon at RPI endorsed by Major League Hacking. It was a tremendous success: hosting 476 students from 75 different schools. We hope to feed off this success for HackRPI 2015 and improve in every way possible.

Above: All of the students attending the opening ceremonies of HackRPI 2014 to kick off the weekend. MLH Commissions, Mike Swift, leads the ceremony.
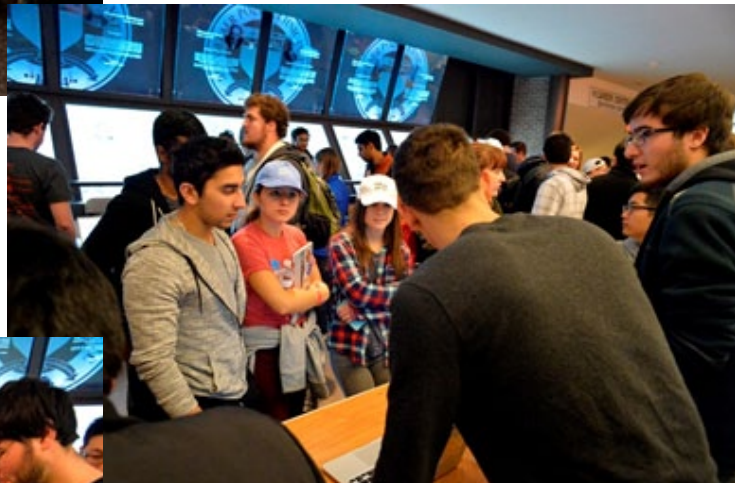
Above: A team shows off their project to other engaged students during the project expo. Left: A judge demos a team's project that uses an Oculus Rift.

Closing Remarks

Thank you for considering sponsoring HackRPI 2015! We hope you will help us make this event a truly remarkable experience for 500 student innovators. Should you have any additional questions, please do not hesitate to contact us by phone or email. You can email sponsorship@hackrpi.com (forwards to all) or contact any of us personally.

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