

Sponsorship Deck

presented by **T E S C**

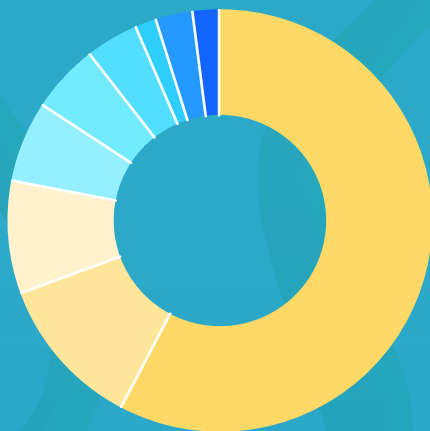
October 25-27, 2019 • Rimalac Arena, UC San Diego
36 hours • 3000+ applicants • 750 attendees • 100+ projects

Hackathons have become increasingly popular over the past few years as students are recognizing the incredible value of showcasing their skills among the nation's best tech companies. Since its founding in 2015, SD Hacks has been one of America's elite hackathons, bringing together about 800 skilled attendees selected from a pool of about 3,000 motivated applicants every year.

Statistics from SD Hacks 2018

3000+ applicants · **750** students attended · **100+** projects submitted

Major Breakdown



- 57.7% Computer Science
- 11.7% Computer Engineering
- 8.6% Mathematics
- 6.2% Cognitive Science
- 5.3% Data Science
- 4.0% Electrical Engineering
- 1.6% Science (Chemistry, Physics, Biology)
- 2.8% Other Engineering
- 2.0% Other

How is SD Hacks unique?

SD Hacks provides an inspiring and nurturing environment for participants to create truly innovative projects via:

- Engineering student organizations providing the technical support and knowhow necessary to develop projects ranging from VR/AR games to microcontroller-based technologies.
- Industry veterans and experienced UCSD students and alumni mentoring teams all the way from idea conception to finished product.
- Our Startup Expo, Espresso, that bridges the gap between the innovation in tech happening right here in San Diego and the participants.

Participants feel well supported throughout the process, ensuring that the brilliant new ideas and approaches that are breeding are executed with the polish they deserve.

Our sponsors last year loved the event, and we continue to work with them to improve. Below is a summary of the benefits sponsors receive in exchange for their support with details and pricing on the following page:

Sponsor Benefits

Recruiting

SD Hacks brings together dedicated engineers who all have one quality in common: an eagerness to grow and push themselves further. We invite top talent from schools around the nation, and additionally UC San Diego alone has over 8,000 engineering students, many of whom will be participating in the event. As a sponsor, you will interact with many of these potential hires at one event. Unlike career fairs, companies at SD Hacks engage with engineers while they work, giving you the best possible exposure to the talent pool.

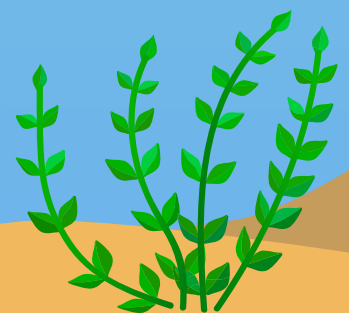
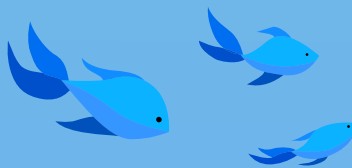
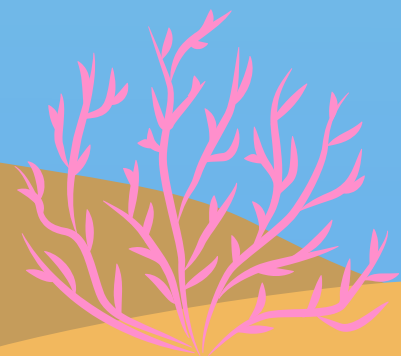
Product Exposure

A hackathon is the perfect opportunity to put your newest technology in the hands of developers who are the most likely to experiment with such tech. Introducing young engineers to cutting edge tools this early in their careers also greatly increases the chances that they will continue to use those products in the future. In many instances, students even go on to help identify new use cases or find bugs in your beta or early stage products.

Branding/Community Outreach

SD Hacks has the institutional support of numerous UC San Diego departments including the Jacobs School of Engineering and the Qualcomm Institute because the event advances education. We have a congregation of students from other institutions who are here to learn something new while networking with other bright minds. We will do everything to make it known to our huge community that your company made this life-changing experience possible.

Have questions? Feel free to contact us at sponsor@tesc.ucsd.edu
A friendly member of our team will be happy to help!



Sponsor Tiers

	Base \$5000	Recruitment \$8000	Tech \$9000	Business \$10,000
Branding				
Logo on Website	●	●	●	●
Logo on T-Shirt	●	●	●	●
Social Media Shoutout	●	●	●	●
Email Mention	●	●	●	●
Outreach				
Mentors	∞	∞	∞	∞
API Directory/Hardware Lab	●	●	●	●
Hackathon Challenge			●	●
Technical Workshop/Tech Talk			●	●
Recruiting				
Recruiters	2	∞	2	∞
Booth (1 table)	●	●	●	●
Registrant Resume Access		●		●
Access to Interview Rooms		●		●

Want all the options above?

Partner Level

- All benefits of Business
- Direct access to participants' emails
- Keynote Speech at Opening Ceremony (10 minutes)
- 'Presented by' level on all promotional material
- Lounge (2-3 tables + coffee set up etc.)

We also do custom packages!
When you're ready to discuss, send us an email at
sponsor@tesc.ucsd.edu





Thank you for
sponsoring!



Contact us at sponsor@tesc.ucsd.edu