



OFFICIAL

2019
SEASON

SPONSORSHIP OPPORTUNITIES

HOUSTON'S PREMIER HACKATHON INVITES YOU TO INTERACT

WITH THE FUTURE INNOVATORS OF TECH

AT OUR FALL 2019 EVENT HOSTED BY COUGARCS

AT THE UNIVERSITY OF HOUSTON

hackathon@cougarcs.com



SPONSORSHIP OPPORTUNITIES



Powering Modern Commerce
with Dynamic Pricing Science

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YOUR COMPANY

Your sponsorship enables CodeRED to make a huge impact on the student body. In return for your generosity, we offer a variety of incentives and benefits.



WHAT IS CODERED?

CodeRED is a 24-hour innovation event held at the University of Houston in both fall and spring, where students work together to demonstrate their software engineering abilities, experiment with new technologies, and solve real-world problems.

Participants may create their own projects and utilize sponsor's products, services, and APIs within the 24 hours of the event. Students attend CodeRED events in order to challenge themselves through new and intense learning experiences

while collaborating with peers on innovative projects. Sponsors and participants will come together in an open environment where sponsors can observe and interact with participants as they innovate in real time.

The event is organized by the students of CougarCS, the University of Houston's computer science student club. CodeRED is sanctioned by Major League Hacking (MLH), the official student hackathon league.

WHAT IS CODERED?



WHAT MAKES CODERED SPECIAL?

CodeRED is for Everyone

A large percentage of our participants are attending a hackathon for their first time. Thanks to assistance from our generous sponsors, we are able to provide a competitive environment where participants can attend workshops to learn new skills, and practice existing skills in an environment that encourages going the extra mile.

Located on the University of Houston's main campus, even students who would otherwise be unable to attend can participate.



CodeRED is Inventive

Participants are offered the chance to use exciting new technologies, resulting in projects that never fail to impress. They exhibit **unique ways of thinking** and find alternative approaches to existing problems.

CodeRED is Memorable

CodeRED has grown to be regarded as one of the **leading technology and innovation events in Houston**. Students leave with new knowledge, resume building projects and experience, as well as a wealth of new connections and friends.

CodeRED is Renowned

Over 800 people from all corners of the country participated in our recent event, CodeRED Curiosity, making us **one of the most well known hackathons in Texas**.

CodeRED is Diverse

CodeRED attracts a wide variety of students from many different majors. This results in **diverse, multidisciplinary** teams which create truly impressive results.

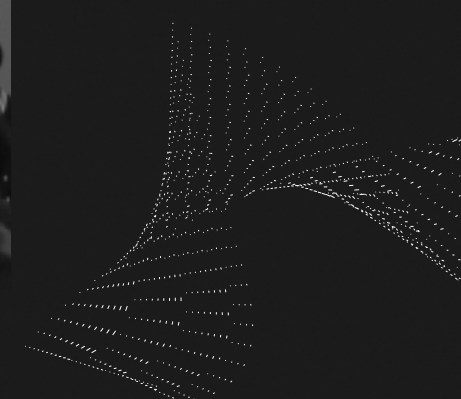
CodeRED is Widespread

Our travel reimbursement program helps to bring in eager **competitors from universities across the country**, and even from some international schools.

CodeRED is Career-Friendly

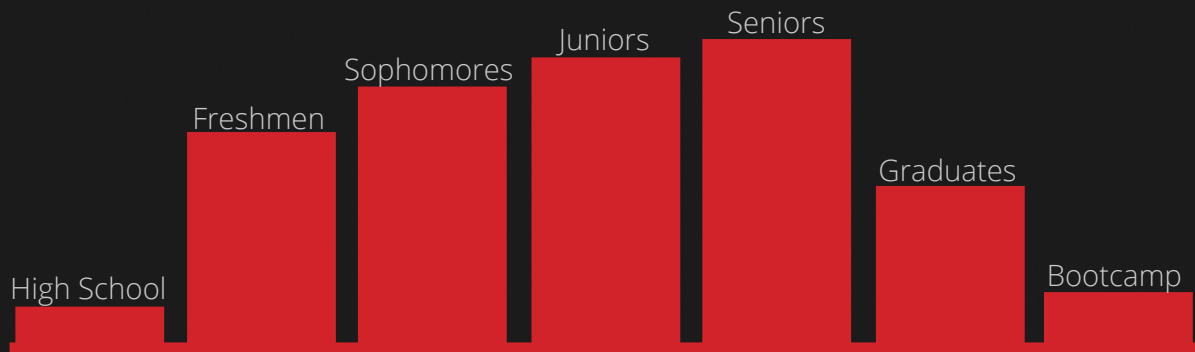
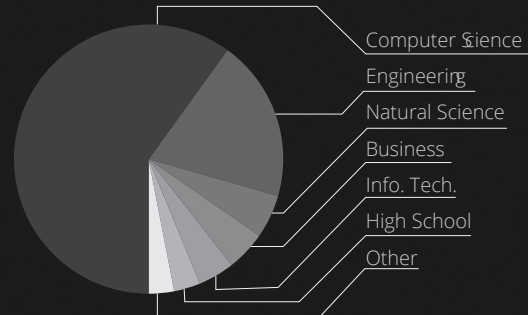
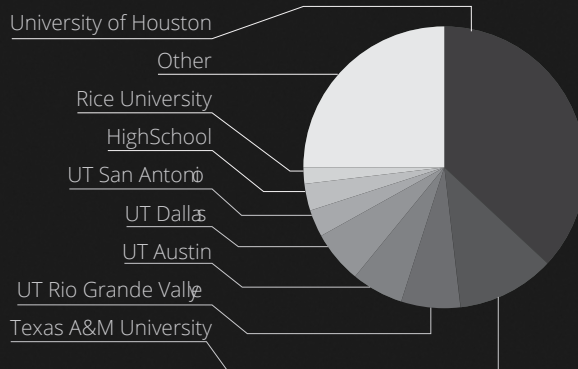
Workshops and interactions with company employees will help participants to learn more about different professions as well as guide them to **find their passion** within the field.

WHAT MAKES CODERED SPECIAL?



WHO ATTENDS CODERED?

WHO ATTENDS?



50

out of 100

First Time Hackers

Half of our hacker base is attending a hackathon for the first time



Female Hackers

With help from clubs for women in technology, this ratio keeps rising



Diverse Hackers

CodeRED is known for its wide variety in ethnicities and backgrounds

WHO ATTENDS?

CodeRED events attract students with a genuine interest in expanding their knowledge regarding the vast world of software engineering and programming. They attend in order to innovate, expand on their existing skills, and they want to speak to you. Hackathons can be massive opportunities to network with these truly passionate students and for these students to get a taste of what sponsors' companies are all about. Not only are our events a

great place to talk to these students, but also to observe their skills and dedication at the same time. Many of our sponsors report that they have filled both internship and full-time positions based on their interactions with the participants at CodeRED events.

WHY SPONSOR CODERED?

Prospective Talent

As a sponsor of CodeRED, you will have access to a large pool of incredibly talented students. Not only will you have the opportunity to connect with these talented individuals, but you will also be able to observe how they work and witness innovation in real-time.

Live Feedback

Is your company testing out a new API or product? Let our participants be your path to a successful launch. Hear about their struggles and success in real-time to help you see the products in action and give you immediate feedback and insight into your product.

Brand Recognition

For the duration of the event, your company's brand will be displayed on our website and on the complimentary CodeRED T-shirt given to all attendees. For our higher sponsorship tiers, there are many more opportunities to market your brand.

When our attendees return home, they will exchange stories about their experiences with your companies and how much they learned throughout the event. Of course, your logo will be on the back of their CodeRED shirts and you can also bring your own T-shirts and swag to distribute! They are always a huge hit!



SPONSORSHIP TIERS	BRONZE	SILVER	GOLD	CO-HOST
	\$1,000	\$2,000	\$5,000	\$15,000
Bring recruiters				
Bring swag for attendees				
Provide mentors				
Put your logo on our website				
Access participant demographics				
Free meals for representatives				
Set up table or booth in sponsor area	1 table (limited time)	1 table	1 table	2 tables
Present a challenge	<i>Email for availability</i>			
Put your logo on the CodeRED shirt				
Access to the Sponsor Lounge				
Host a 1-hour (tentative) workshop				
Access applicant's résumés				
Time slot during opening ceremony			4 minutes	10 minutes
Time slot during closing ceremony			4 minutes	10 minutes
Choose your sponsor table location				
Put your logo on our large banners				
Write an email blast to all applicants				
Write a blurb for the CodeRED website				
Add your company's logo to ours				
Branded room				

INTERESTED?

INTERESTED? SO ARE WE.

We would love to hear from you as soon as possible! Please contact Samad, our director of sponsors at hackathon@cougarcs.com



Send us an email
hackathon@cougarcs.com



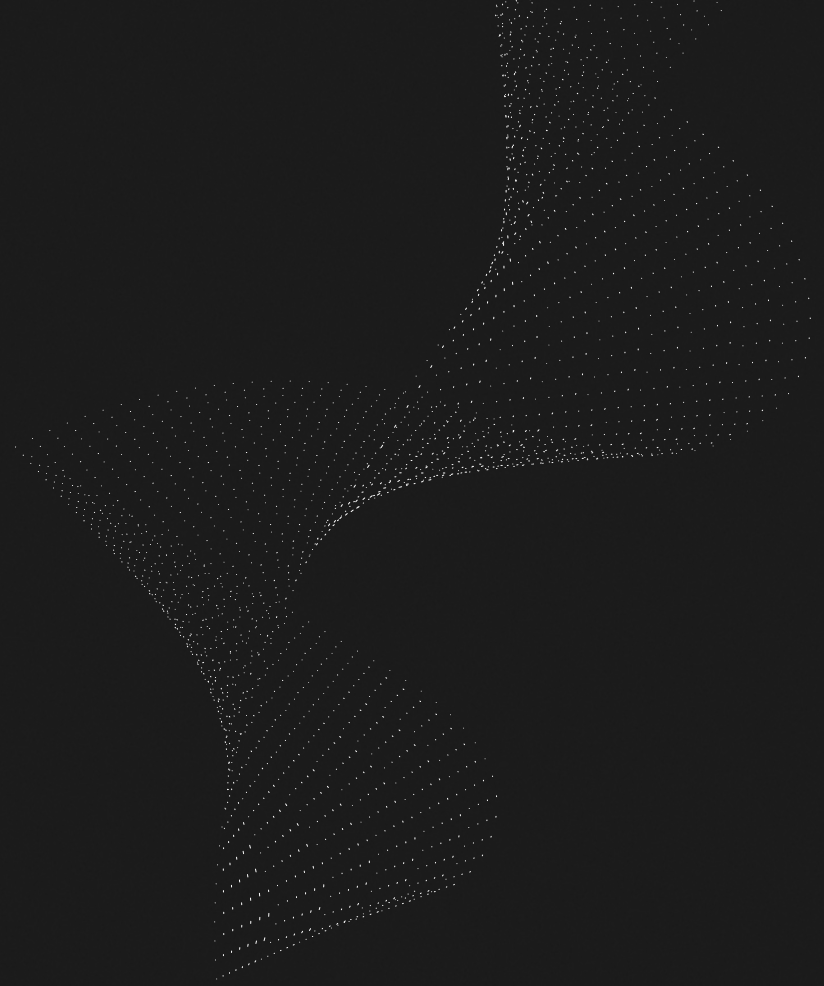
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Hosted by CougarCS

A student chapter of ACM

The University of Houston

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Photos by Sean Hong (courtesy of Major League Hacking powered by Dell and Windows), Jesus Hernandez, and Marjan Nasirova.

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