



V O Y A G E

# SPONSORSHIP OPPORTUNITIES

HOUSTON'S PREMIER HACKATHON INVITES YOU TO INTERACT  
WITH THE FUTURE INNOVATORS OF TECH  
AT OUR **FALL 2020 DIGITAL EVENT HOSTED ONLINE** BY COUGARCS  
AT THE UNIVERSITY OF HOUSTON

[hackathon@cougarcs.com](mailto:hackathon@cougarcs.com)

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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 the University of Houston's annual student hackathon. Our last event brought in over 700 participants that worked together to demonstrate their software engineering abilities, experiment with new technologies, and solve real-world problems.

Students create their own projects and utilize sponsor's products, services, and APIs within the 24 hours of the event. They will come together online where your team can observe and interact with participants as they innovate in real time.

This year, we will be innovating new methods to keep our traditions going strong while being cognizant of the new realities brought forth by the Coronavirus Pandemic (see page 5). **CodeRED will be fully online with opportunities to meet, recruit, and interview students remotely.** The event will be held October 3rd - 4th.

WHAT IS CODERED?

## WHAT MAKES CODERED SPECIAL?

# WHAT MAKES CODERED SPECIAL?

CodeRED is for Everyone

Half of our participants are attending a hackathon for their first time.

Compared to other Major League Hacking events, our hackathons have proven to bring in more than twice as many underrepresented minorities in tech, and three times as many female/non-binary hackers.

Students who would otherwise be unable to attend can participate.



# RECRUIT RESPONSIBLY

WHAT MAKES CODERED SPECIAL?

## Connect Without Contact

Our private online portal will serve as the central hub to Zoom meetings, Twitch Q&A sessions, and Discord Hangouts. **You will have a chance to meet students in a changing digital landscape.**

## Targeted Admissions

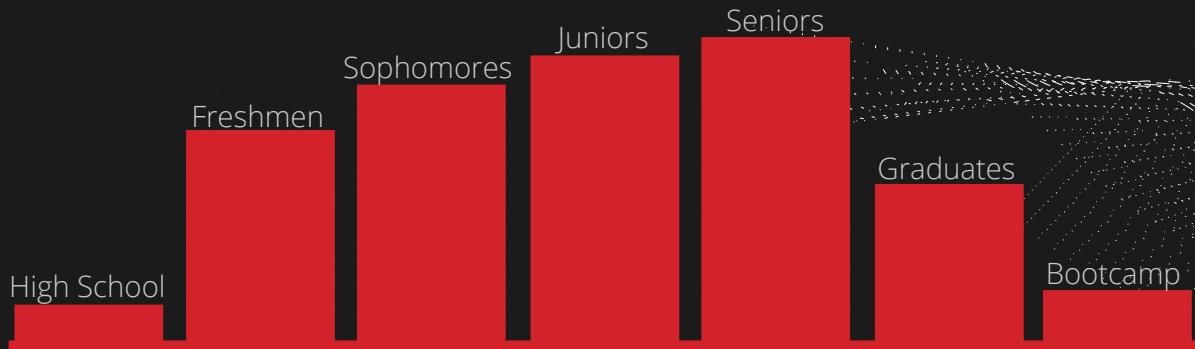
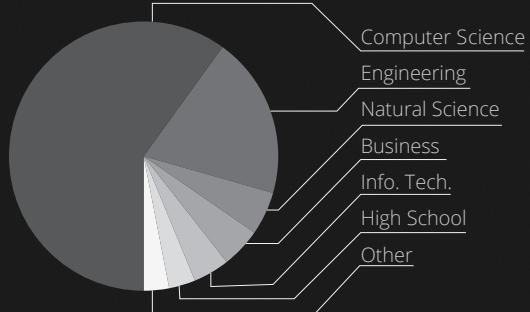
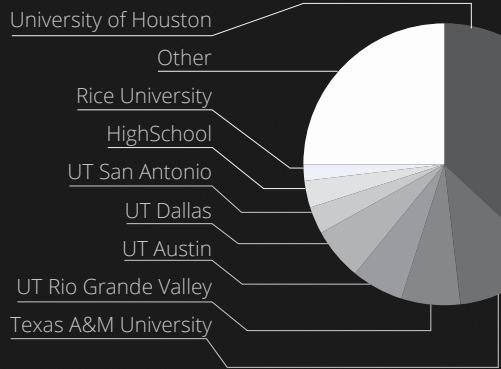
Our applications are initially limited to universities in Texas to ensure that we are able to reach the same demographics that we have served in the past. **Our goal has always been to connect industry leaders with the next generation of tech talent in Texas.**

## Not Our First Virtual Rodeo

We have ran several events over this Summer so that our audience and broadcast producers can familiarize themselves to the virtual methods of content distribution.

## WHO ATTENDS?

# WHO ATTENDS CODERED?





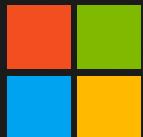
# PREVIOUS SPONSORS



TWO SIGMA



FORTIVE



Microsoft



PARIVEDA  
SOLUTIONS

WHO ATTENDS?

JPMORGAN CHASE & Co.



Google Cloud

ORACLE®



Hewlett Packard  
Enterprise

# WHY SPONSOR US?

# WHY SPONSOR CODERED?

Mentor, have fun, inspire, and encourage students to find the joy in building awesome things.

## Lower Cost Per Attendee

We are incredibly thankful to all of our sponsors on handling the uncertainty of the COVID-19 response. Additionally, we have decreased the prices on our sponsorship packages given the lower overhead costs of running a digital hackathon.

## Right of First Refusal

We offer all Gold and Co-Host sponsors the Right of First Refusal for the next CodeRED event. You will have the opportunity to buy a sponsorship package for the 2021 event at the same cost and included amenities as your 2020 sponsorship packet.

## Prospective Talent

Connect with rising university students and access their resumes.

## Live Feedback

Showcase your products and APIs and see how students make cool hacks with them.

## Brand Recognition

Promote your newest service or product to the next generation of software engineers.



SPONSORSHIP TIERS	BRONZE \$1,000	SILVER \$2,000	GOLD \$4,000	CO-HOST \$10,000
Distribute Recruiting Materials / Swag				
Logo on Website, Stream Overlay & Shirt				
Access to Discord Server				
Bring Mentors				
Sponsor a Challenge & Prize				
Branded Discord Channel				
Opening & Closing Ceremony Presentation				
Bring Judges				
Social Media Announcement				
Promotional Email Blast to All Applicants			1 Email	2 Emails
Host a ZOOM Workshop / Tech Talk			1 Workshop	Multiple Workshops
Access Applicant's Résumés			Post-Event	Pre-Event
Right of First Refusal			Gold	Co-Host
Universal Branding as Co-Host				
Digital Pre-Orientation Event				
First Choice in Event Scheduling				
Hold Interviews During Event				

As always, feel free to reach out to us at [hackathon@cougarcs.com](mailto:hackathon@cougarcs.com) if you have any questions or ideas. Most perks are available to purchase as an add-on. We are happy to accomodate sponsorship alternatives!

INTERESTED?

# INTERESTED? SO ARE WE.

We would love to hear from you as soon as possible! Please contact Carlos, our Director of Sales, at [sales@cougarcs.com](mailto:sales@cougarcs.com)



**Send us an email**  
[hackathon@cougarcs.com](mailto:hackathon@cougarcs.com)



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