

**Our mission:**

At ULHacks, we believe that learning is a cornerstone for success in every field and industry. However, the learning experience both inside and outside of schools is far from perfect. To make learning easier and more effective, many of us are leveraging technologies which not only help us learn new skills and subjects, but also keep track of our tasks and hold us accountable for our goals.

Our team at ULHacks recognizes technology's importance in learning. To propel innovation in education, we want to provide an environment where bright and diligent individuals can gather together and create technology that empowers learning by making learning easier, more effective, and more accessible for everyone. We believe that empowering learning is akin to empowering the future of education, which shapes the future that we live in.

**What is a hackathon?**

A hackathon is an event where people gather to create a project in a given amount of time. A hackathon is a combination of the terms "hack" and "marathon." In this case, the definition of "hack" refers to "writing computer programs," and is completely unassociated with the alternative definition of illegal entry into a system.

Due to the COVID-19 pandemic, ULHacks will take place virtually, and participants won't be gathering at a physical location. The participants will be able to hack from the comfort of their own homes, but they will still be able to engage in an active social environment in our official Discord server, where they can connect with fellow participants, mentors, and sponsors.

Over the course of 36 hours, the participants, also known as "hackers," will create projects from scratch and submit a video showcasing their project. While they are allowed to use an idea they have come up with before the hackathon, they must not start their project until the time hacking officially starts.

We will be providing mentors, workshops, and activities to aid hackers in their development journey during ULHacks. Mentors will be available to help any hackers in need as long as they do not write a substantial part of the program for them. They can help participants debug a program or even provide feedback for an idea. Workshops will teach hackers new skills that they can use for their hackathon project and beyond. When participants need a break, ULHacks will also be hosting non-technical activities to help hackers unwind, ranging from trivias to typing competitions.



### **Number of expected participants**

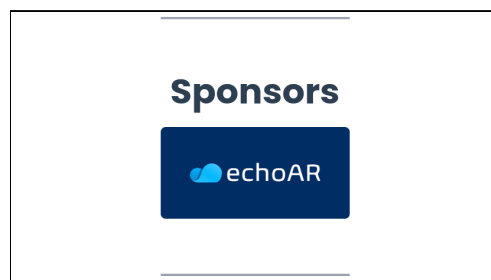
We plan on supporting around 200 participants.

### **Why should you sponsor ULHacks?**

Sponsoring ULHacks is an amazing opportunity to involve your organization with young students who are passionate about learning! You'll be able to directly communicate with all participants, gaining connections and finding talented individuals who may become a valuable part of your organization.

There will be custom Discord channels set up for your organization in the ULHacks Discord Server, which will be our main communication platform during the event. You can introduce your resources and products to hackers who are looking for a place to start their project. As a sponsor, you will also be able to host a prize category such as "The Best Project Built With [your product]." This will encourage participants to explore and experiment with your product, give feedback, and continue using it beyond ULHacks.

We will also provide many efforts from our end to help promote your organization. Your logo will be clearly listed on our website, [www.ulhacks.com](http://www.ulhacks.com), under the "Sponsors" header (check screenshot below). You will also be featured on the hackathon's Devpost page, [ulhacks.devpost.com](http://ulhacks.devpost.com), the administrative site containing the general hackathon information, registrations, and submissions. Additionally, we will promote you on our Instagram account [@ULHacks](https://www.instagram.com/ULHacks). Lastly, you will be featured prominently in our grand opening ceremony, where you'll also be given the opportunity to present a custom video and/or speech to the hackers.



Screenshot of the Sponsors section on [www.ulhacks.com](http://www.ulhacks.com)

### **How can you sponsor ULHacks?**

There are a variety of ways you can contribute towards the success of ULHacks to the benefit of your organization!



- **Providing Resources** - You can provide hackers with resources such as free API keys and/or tutorials to kickstart their project. These resources can even be related to your products.
- **Hosting Workshops** - Workshops can be related to any technology, such as web development, source control, and even tutorials on how to use your product's API.
- **Hosting Activities** - Examples include hosting a hacker meetup, a trivia game, or a capture the flag challenge.
- **Providing Mentorship** - Mentors can help hackers set up their development environment, debug code, etc.
- **Judging** - As a sponsor, you'll be able to recruit judges that will score the hackers' projects and help decide on the winners.
- **Prizes** - To encourage hackers to create the best projects they possibly can, we're planning on providing prizes for the 1st, 2nd and 3rd place teams. We're open to sponsor prizes, whether they include products, gift cards, or subscriptions. We are also open to discussion and any suggestions about our current plans for prizes.

### Logistics

Hacking will start at 9:00 PM on August 13<sup>th</sup>, and will officially end at 9:00 AM on August 15<sup>th</sup>. A schedule with more information and a link to our Discord Server will be sent out to all hackers, mentors, and sponsors a week before the date of the event.

### Our Team

Our organizer team consists of 7 individuals who are passionate about creating an opportunity for students to showcase their skills and ideas about how they can empower learning. One of us also has prior experience with organizing a hackathon that attracted over 300 hackers despite being the first iteration (YRHacks)! We have a concrete plan we're following over the next month and a half with tasks and deadlines that will ensure a smooth and successful hackathon.

All in all, we're ready to empower the future of education! We truly appreciate your consideration to become a sponsor for ULHacks and for helping support our endeavour. We are looking forward to hearing back from you!