

An aerial photograph of a coastal city, likely Miami, showing a dense line of high-rise buildings along the shore. A wide, sandy beach runs parallel to the city, with many beach umbrellas and people visible. The ocean is in the foreground with waves breaking. The entire image has a strong magenta/pink color overlay.

Shell HACKS



Sponsorship Packet



ABOUT

What is ShellHacks?

ShellHacks is a hackathon where six hundred students from across Florida will gather to learn about new technologies, create innovative projects, and share their work with the community.

Students will experience a weekend full of events designed to enhance their knowledge and showcase their skills. As a sponsor, you will have a first-hand look at the creative process and meet the talented minds behind it!

What is the Theme?

The theme for ShellHacks is diversity, engaging students of all academic and cultural backgrounds as they create solutions to the problems facing our community today.

Miami is a melting pot that's boiling with diversity - one that is right at the heart of FIU. As a university committed to global citizenship, FIU is the ideal place for academia and industry to come together and witness the ingenuity of the brightest minds in our community.

When & Where is ShellHacks?

ShellHacks will take place from Friday, September 14 to Sunday, September 16 for 36 hours. It will be hosted at Florida International University (FIU) in Miami, Florida, right before the school's Fall Career Fair.

The venue for the hackathon is FIU's Tech Station, a state of the art facility featuring open collaborative spaces and high-tech computer labs - the perfect place for students to hack to their heart's content, and for you to see their talents in action!

What Happens at ShellHacks?

ShellHacks is a weekend packed with exciting events for students and opportunities for you to interact with them. From our Opening and Closing Ceremonies, to our Sponsor Fair and Mentor Lounge, there's a variety of ways to engage with talent at FIU.

You can also facilitate technical workshops, host fun activities, hold on-site interviews, judge projects, and more. All of this while students hack away at your challenge using your company's technologies!

BENEFITS

Talent Recruitment

- **Meet** top students in computer science and engineering from FIU and other Florida schools
- **Access** information such as resumes, LinkedIn, and GitHub profiles
- **Interact** with students at our Ceremonies, Sponsor Fair, workshops, activities, and more
- **Recruit** at the university awarding the most degrees to minority students in the nation

Product Development

- **Promote** your technologies and services to hundreds of students
- **Propose** a challenge for students to tackle using your technologies
- **Facilitate** workshops to teach students about your technologies and how to use them in their projects
- **Mentor** students as they work on projects using your technologies
- **Evaluate** student projects at our Project Showcase and award the top teams

Brand Awareness

- **Feature** your brand on our website and social media channels
- **Expose** your brand through our flyers, posters, banners, t-shirts, and more
- **Present** your brand to hundreds of students at our Opening Ceremony
- **Showcase** your brand and distribute promo materials at our Sponsor Fair
- **Spotlight** your brand by sponsoring workshops, activities, and meals

Community Outreach

- **Support** the FIU hacker community through UPE's Hackers Program
- **Host** pre-hackathon events and competitions at FIU facilitated by UPE
- **Foster** diversity through UPE's initiatives to support minorities and women in computing
- **Advance** education in computer science through UPE's Programs
- **Promote** a culture of innovation and excellence at FIU

SPONSORSHIP



Sand Dollar
\$1,000



Scallop
\$3,000



Cone
\$5,000



Conch
\$10,000



Recruitment

| | | | | |
|--------------------------------------|---|---|---|-------|
| Access to LinkedIn & GitHub profiles | ● | ● | ● | Early |
| Bring recruiters to the event | | 1 | 3 | ∞ |
| Access to resume book | | | ● | Early |
| Access to interview rooms | | | | ● |



Event

| | Snack | Snack | Meal | Snack & Meal |
|-------------------------------|-------|-------|--------|--------------|
| Sponsor a snack or meal | | | | |
| Booth at Sponsor Fair | | ● | ● | ● |
| Bring mentors to the event | | 1 | 3 | ∞ |
| Speak at Opening Ceremony | | 1 min | 2 min | 3 min |
| Present a talk or workshop | | | 30 min | 60 min |
| Host or sponsor an activity | | | 1 | 2 |
| Present a challenge and prize | | | ● | ● |
| Judge at Project Showcase | | | ● | ● |
| Speak at Closing Ceremony | | | | ● |



Branding

| | | | | |
|---|---|---|---|---|
| Social media promotion | ● | ● | ● | ● |
| Logo on site, presentation, t-shirt | ● | ● | ● | ● |
| Distribute promo items | | ● | ● | ● |
| Logo on flyers, posters, signs | | ● | ● | ● |
| Promo items inside event bags | | | ● | ● |
| Logo on nametag, lanyard, banner | | | | ● |
| Room named after you | | | | ● |
| Speak at Closing Ceremony | | | | ● |
| ShellHacks, co-hosted by YOU (first come, first served) | | | | ● |

Custom Packages Available

In-Kind Donations Accepted



shellhacks.net | upe@fiu.edu