



## SPONSOR GUIDE

### Dear Sponsor,

Thank you again for choosing to support VandyHacks. In this document, we've included the schedule, what you need to know about the event, and some tips and guidelines.

Should you have any questions, feel free to email [sponsor@vandyhacks.org](mailto:sponsor@vandyhacks.org).

- VH Team

### Parking

Parking will be provided free of charge at the **25th Avenue Parking Garage** located at **2461 Highland Ave, Nashville, TN 37212**. Please use the Highland Avenue entrance, located along Highland Ave between 25th Ave S and 24th Ave S. Park in any non-reserved Zone 3 parking space.

### Venue

VandyHacks will be hosted in The Wond'ry, Vanderbilt's new engineering and science building located directly across the street from the 25th Avenue Garage. Just in case, here's the address:

**2414 Highland Avenue  
Nashville, TN, 37212**



# Schedule

## Friday

- 3:00p-5:30p Setup (for organizers & sponsors)
- 5:30p-8:00p Check-in (Wond'ry Atrium)
- 6:00p-9:00p Dinner
- 8:00p-10:00p Opening Ceremony (Langford Auditorium)
- 9:00p Hacking Begins
- 9:00p-9:30p Pitch Session
- 9:00p-1:00a Beginner Tech Talks

## Saturday

- 12:00a-1:00a Midnight Snack
- 8:00a-9:30a Breakfast
- 9:30a-7:30p Sponsor Workshops
- 11:00a-4:00p Advanced Tech Talks
- 12:00p-1:30p Lunch
- 5:30p-7:00p Dinner
- 7:30p-9:30p Wellness Night
- 9:00p-10:00p Cup Stacking, hosted by MLH
- 10:00p-11:00p Lightning Talks

## Sunday

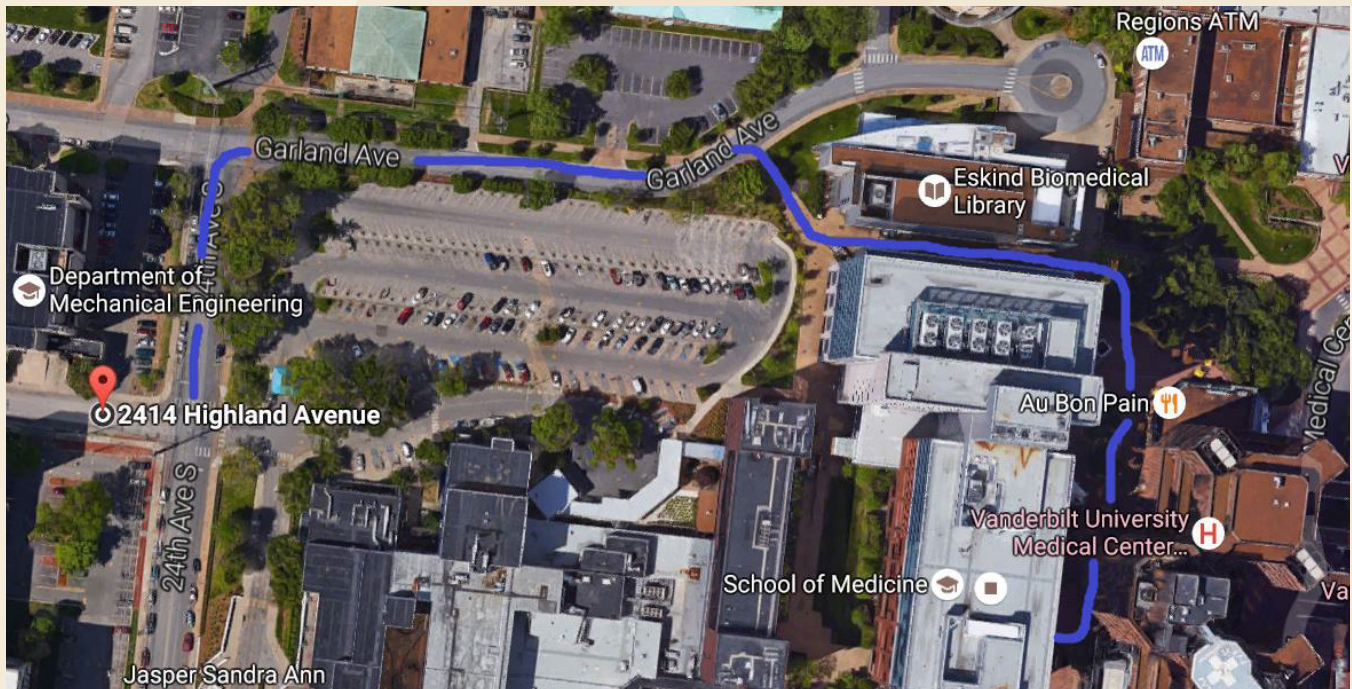
- 12:00a-1:00a Midnight Snack, Karaoke
- 12:00a-1:00a Karaoke
- 8:00a-9:00a Breakfast
- 10:00a Hacking Ends
- 9:00a-10:00a How to Demo Talk (for hackers)
- 9:00a-10:00a How to Judge Talk (for judges)
- 10:00a-11:30a Project Expo
- 12:00p-1:00p Lunch
- 1:30p-3:00p Closing Ceremony (Student Life Center)
- 3:30p Buses Depart

When the event starts, please check out **[dayof.vandyhacks.org](http://dayof.vandyhacks.org)** for the most up-to-date schedule and any announcements.



## Opening Ceremony

Opening ceremony will be held in **Langford Auditorium**, and closing ceremony will be held in the **Student Life Center** (across the street from the Engineering and Science Building). You will have 2-3 minutes to talk about your company during the opening ceremony (for Captain level and above sponsors). This is your chance to show off what your company has to offer! The topic of your introduction is completely up to you - culture, a brief anecdote, interesting technical challenges, or a description of your API or product are all options we'd recommend. Focus on piquing students' interests and standing out. **In order to have a smoother and more efficient transition between talks, please email any presentation slides you'd like to use to [nidhi@vandyhacks.org](mailto:nidhi@vandyhacks.org).**



## Expo

During the expo, teams will set up in the Wond'ry to present their projects to everyone. If your company is sponsoring a prize for a specific category, please have your recruiters and/or mentors on site to rate the projects. In addition, all mentors are welcome to contribute to selecting overall top hacks to demonstrate during closing ceremony. Judging will be based on four basic categories: technical difficulty, impressiveness, efficacy, and originality. We will hold a quick debriefing session before expo round to go over how to judge projects with a professional and unbiased approach. For any questions or if you would like to register your mentor to be an expo judge, please email [nidhi@vandyhacks.org](mailto:nidhi@vandyhacks.org).



## Closing Ceremony

The closing ceremony will be taking place in the **Student Life Center** (310 25th Ave S, Nashville, TN 37240). It will begin with the top five overall teams presenting their projects, which are critiqued by our panel of final round judges. Next, while the judges deliberate on the overall winners, companies will present prizes to the winning teams of their sponsor categories. Finally, our best overall and runner-up teams will be announced. We will let you know the specific order for presenting prizes during the event.

## Communication

All sponsors are strongly encouraged to join our **VandyHacks slack channel** [here](#). Slack is the messaging service we use for our event. It is very convenient for keeping up with events happening and is a great way to connect mentors with hackers that need help.

## Accommodation

Sponsors are responsible for their own accommodations. Some nearby hotels we recommend are Loews Vanderbilt Hotel and the Homewood Suites by Vanderbilt. However, since accommodation is expensive and tends to book out fast in downtown Nashville, we recommend looking into alternative accommodation options like Airbnb.

## Email Blast

A custom sponsorship package includes an email blast to our participants. This can be scheduled to be sent anytime until November 5th. Please send the subject and email body to **[sponsor@vandyhacks.org](mailto:sponsor@vandyhacks.org)** along with your preferred date and time for sending. Your email can include attachments or images and be about whatever you want – job opportunities, product marketing, or anything else you think you'd like to share!

## Non-Discrimination Policy

Vanderbilt University's policy is to promote employment of its students and graduates with no discrimination based on race, color, sex, religion, national origin, age, military services, sexual orientation or disability. Vanderbilt facilities are available only to those employers whose practices are consistent with this policy, as well as all applicable laws and regulations governing employment discrimination.

## Alcohol Policy

Vanderbilt University adheres to the National Association of College and Employers (NACE) policy, which states that the serving of alcohol should not be a part of the recruitment process. Therefore, all recruiting activities, including the information sessions should be alcohol-free.



## Emergency Contacts

Abhi Vadali (763) 367-0396

John Valin (847) 514-7053

Ben Cooper (224) 659-4934

Irfaan Khalid (815) 280-9862

## Tips and Guidelines

We'd like to share some tips and guidelines here to make sure you make the most of your sponsorship. Some of the following tips only apply to certain sponsorship packages.

## Recruiting

Sending a recruiter is a great way to connect with VandyHacks attendees.

- Set up a table to talk to hackers and give out swag.
- Talk to as many hackers as you can!
- During the event, set up a system to collect contact info or resumes.
- Browse through attendees' LinkedIn and GitHub profiles, and take a look at their websites.
- Look over resumes and keep in contact with promising hackers.
- Give out business cards so that interested hackers can follow up.
- Send an email blast before, during, or after the event.

## Mentors

Sending a mentor can help hackers make the most out of their weekend.

- Be ready to help with API questions or coding questions in general.
- Help beginner hackers gain their footing.
- Create personal relationships with hackers.

## Publicity

Sponsoring VandyHacks helps get your name out to all of our talented attendees.

- Post on the VandyHacks Facebook page or send us a message to post on the Facebook page on your behalf.
- Choose a meal or mini-event to sponsor.
- Prepare a cool prize.
- Bring a tablecloth, swag, and anything else to make your table more approachable.
- Come back next year!



# Frequently Asked Questions

If your questions are not answered here, please email [sponsor@vandyhacks.org](mailto:sponsor@vandyhacks.org) and we'll be happy to assist you.

## Can sponsors eat the food?

Yes, of course! Sponsors are welcome to eat any of the meals or snacks served throughout the course of the event.

## Will tables be provided for recruiting?

Yes, for silver sponsors and above, full-length tables will be provided as part of your sponsorship package.

## When will the sponsor lightning talks or workshops be held?

If applicable to your sponsorship package, you will be contacted before the event with the day, time, and room of your talk or workshop as well as additional details.

## Is there a private lounge?

Yes, there is a dedicated sponsor lounge on the first floor where all sponsors are welcome to store belongings and relax. This lounge will be open at all hours.

