HACKUTD

NOV 9 - 10, 2019
THE UNIV. OF TX, DALLAS

General Attendance

HackUTD has seen growing attendance since its beginning in 2015, and we hope to continue this at our sixth hackathon, fall '19! The hacker count numbered in the mid 200's in 2015, grew to mid 300's in 2016, hit 500 in 2017, and sat at 568 in our spring 2018 event. In Spring 2019, we had a record 652 attendees.

Talent Pool

Of the hackers at our past hackathon, over 75% were majoring in computer science and information technology. Furthermore, 35% of all hackers were upperclassmen, the targets for both internships and entry-level jobs.

Outreach

As HackUTD has grown in popularity, our student body has expanded from being strongly centered in UT Dallas to being well distributed across universities all over the region, and even into Canada. In our 2018 event, more than 40% of our hackers were from other schools, including UT Austin, University of North Texas, Texas A&M, and even high schools in Richardson and Plano.

What is HackUTD?

HackUTD is the largest annual university hackathon in North Texas. Hosted at the University of Texas at Dallas by the Association for Computing Machinery, HackUTD serves over 600 students from UT Dallas and other major universities in Texas and neighboring states. As with any credible hackathon, HackUTD provides a creative and productive space for the ideas of growing technologists to come to life in the span of 24 hours.

Why Sponsor?

promotion/brand awareness
Sponsoring HackUTD comes with a whole host of benefits that we have outlined below. Besides these one of the most important is your own self-promotion. Coming out to HackUTD, giving a challenge, mentoring students, all of this helps to create a perception of your company and brand in the mind of students. It is an easy and effective way to promote your products and your company.

recruitment
By sponsoring HackUTD, not only do you get your name out there, but you also are in contact with possible future employees. HackUTD attracts some of the brightest minds across Texas and the surrounding regions -- bright minds that could be put to work for your company. HackUTD is a perfect environment to meet, chat, and even interview potential candidates for jobs and internships.

new technology
Is there a new technology your company has just released? An API that you want to gain traction? Well look no further. Hackathons are a prime location to test new, cutting-edge technologies and their applications. Incentivize students to pursue technologies that you think could drive future industries by creating a challenge and see what their imaginations can bring forth.

inspiration
Inventive minds and fresh eyes can help bring a new mindset to a challenge or problem. Let HackUTD participants take a crack at challenging problems in your field of operations or maybe even the world at large you want to see fixed. Not only can you provide inspiration to our participants but we are sure they will provide some to you as well.

Sponsorship Perks

PERKS	BRONZE $1,000	SILVER $2,500	GOLD $5,000	PLATINUM $10,000
Distribute API	✓	✓	✓	✓
Distribute Swag	✓	✓	✓	✓
Bring Mentors	✓	✓	✓	✓
Bring Judges	✓	✓	✓	✓
Sponsored Booth	✓	✓	✓	✓
Lounge Access	✓	✓	✓	✓
Resume Access	✓	✓	✓	✓
Challenge Statement		✓	✓	✓
Sponsored Workshop		✓	✓	✓
Sponsored Event			✓	✓
Finalist Judge			✓	✓
Two-Table Booth			✓	✓
Interview Room				✓
Keynote Speaker				✓
Logo on Site	✓	✓	✓	✓
Logo on Shirt		✓	✓	✓

None of these packages fit your business?
Contact sponsor@hackutd.co, and we can work something out.

Sponsorship Perks Details

API - Provide an API or a test data set that your company uses and see what our hackers can make with.

SWAG - Students love free stuff. Bring swag such as shirts, socks, stickers, or anything else with your logo on it to get students to engage with your company.

MENTORS - Help guide teams on their road to success with technical mentorship and create a personal relationship with students.

JUDGES - Teams love to talk about their hack. Bring people from your company who are interested in listening to these students and help us pick the best projects amongst the group to go to the finals! If you have a sponsor challenge, your judges will be responsible for picking the team that wins the sponsored prize.

BOOTH - Get a table and set up camp for the entire weekend. Personalize it to attract hackers to come learn more about what your company is interested in and the opportunities you may have for them.

RESUME ACCESS - Help your talent search by getting access to our database of resumes that we collect from participants when they register for the hackathon.

LOUNGE ACCESS - Enjoy a place to relax and eat, away from the hubbub of the hackathon. While we do offer this quiet place, we advise those to make the most of this event by emerging yourself in the energetic environment that is HackUTD.

CHALLENGE STATEMENT - Give participants a unique challenge statement of your choosing to solve a pressing problem facing your industry.

SPONSORED EVENT - Put on your own side event at the hackathon to better engage students with your company. In the past, we have had video game tournaments, lawn games, and game shows to entertain our hardworking hackers.

SPONSORED WORKSHOP - Give a workshop on an emerging technology in your field that will give you more interaction with participants and expose them to a new tool for your challenge and maybe the rest of their careers.

FINALIST JUDGE - Your input is valuable! Reserve a place among our final panel of judges. Finalist judges are responsible for picking the top three overall teams in a Shark Tank-style presentation.

INTERVIEW ROOM - A private space to speak with participants you think have exceptional potential for your company.

KEYNOTE SPEAKER - Get a chance to address all the hackers at our opening ceremony. Talk about your company and what you are looking for at the hackathon. Try to keep it short (↓ 5 minutes) as our participants are always eager to get started hacking.

HackUTD

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