



HACKUTD

FEB 27TH - 28TH

THE UNIV. OF TX, DALLAS



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# what is hackutd?

HackUTD is the largest annual university hackathon in North Texas where students work together to develop a software or hardware application, test their skills, and solve real world problems. Hosted at the University of Texas at Dallas by the Association for Computing Machinery, HackUTD serves over 700 students from UT Dallas and other major universities in Texas and neighboring states.



As any credible Hackathon, HackUTD provides a creative and productive space for students of all backgrounds to employ sponsor products, services, and APIs in the span of 24 hours. Throughout the day, HackUTD provides workshops to aid participants in their project building. Sponsors also have the option to host workshops and entertaining events throughout the day to expose their name and brand to students. At the end of the event, participants demonstrate their finished product to judges to compete for prizes in their respective challenges.



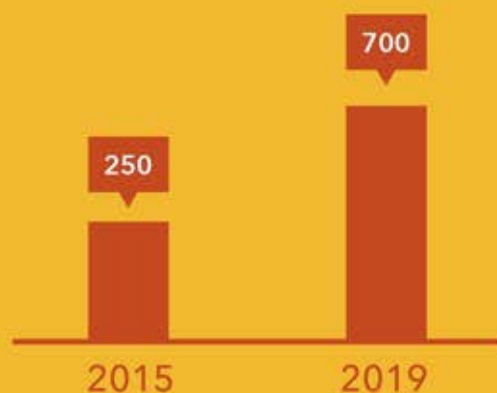
# why sponsor?

HackUTD VII is going to be a remarkable experience for students and sponsors. With over 700 students from the University of Texas at Dallas and neighboring universities in expected attendance, this is your opportunity to connect with bright students, meet other companies, test out your API, and spread your company's name to students and faculty alike.

As a sponsor, you will have access to a large pool of resumes from the best students in the Texas and the neighboring regions. Not only will you have their resumes, you will also get the chance to meet and connect with them at the hackathon and witness their craftsmanship to develop applications.

## General Attendance

HackUTD has seen growing attendance since its beginning in 2015, and we hope to continue this at our seventh hackathon in spring '21!



## Talent Pool

Of the hackers at our past hackathon, over 80% were majoring in computer science, software engineering, and information systems. Furthermore, over 38% of all hackers were upperclassmen, the targets for both internships and entry-level jobs.

# statistics

our year by the numbers.

over 700 participants



ages ranging from...

17 to 27



Freshman 23%

Sophomore 25%

Junior 22%

Senior 16%

Grad 13%

High School 1%



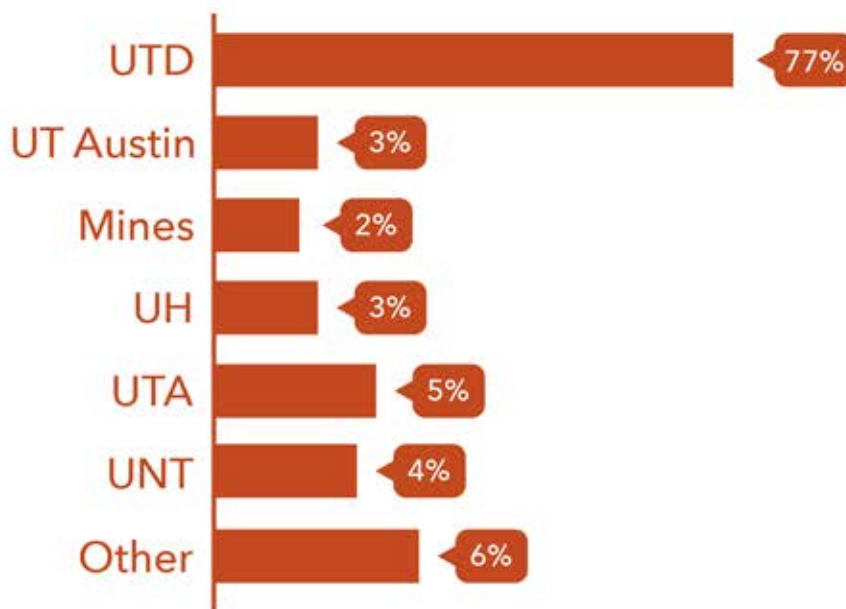
78%  
CS/SE



8%  
Computer  
Engineering



14%  
non-  
technical majors



81%  
male



18%  
female



# sponsorship tiers

|         |   | bronze<br>\$1k | silver<br>\$3k | gold<br>\$5k | platinum<br>\$7.5k |
|---------|---|----------------|----------------|--------------|--------------------|
| general | Distribute Swag                         | ●              | ●              | ●            | ●                  |
|         | Distribute API                          | ●              | ●              | ●            | ●                  |
|         | Bring Mentors                           | ●              | ●              | ●            | ●                  |
|         | Virtual Meeting with participants       | ●              | ●              | ●            | ●                  |
|         | Virtual Lounge                          | ●              | ●              | ●            | ●                  |
|         | Opening Ceremony                        |                | 2 min          | 4 min        | 5 min keynote*     |
|         | Judge Demos                             |                | Challenge      | Challenge    | Finalist           |
|         | Challenge Statement & Distribute Prizes |                | ●              | ●            | ●                  |
|         | Virtual Sponsored Workshop (1 hour)     |                |                | ●            | ●                  |
|         | Virtual Sponsored Event                 |                |                | ●            | ●                  |
|         | Keynote Speaker*                        |                |                |              | ●                  |

| recruitment | Resume Access     | Post-event | Post-event | Pre-event | Pre-event |
|-------------|-------------------|------------|------------|-----------|-----------|
|             | Interview Channel |            |            |           | ●         |

\*Limit to one sponsor.

None of these packages fit your business?

Contact [hackutdteam@gmail.com](mailto:hackutdteam@gmail.com), and we can work something out.

|          |                         | bronze<br>\$1k | silver<br>\$3k | gold<br>\$5k | platinum<br>\$7.5k |
|----------|-------------------------|----------------|----------------|--------------|--------------------|
| branding | Logo on Website         | ●              | ●              | ●            | ●                  |
|          | Logo on Livestream      | ●              | ●              | ●            | ●                  |
|          | Social Media Shoutouts  |                | LinkedIn       | All          | All                |
|          | Company Channel         |                | ●              | ●            | ●                  |
|          | Branded Emails          |                |                | Pre-event    | Post-event         |
|          | Recognition as Co-Host* |                |                |              | ●                  |

|         |                    | bronze<br>\$1k  |
|---------|--------------------|---|
| add-ons | ACM Projects Perks | <p>This is ACM's semester-long guided projects initiative for those new to software development. Participants are taught collaborative tools, new technologies, and core development principles complementary to curriculum.</p> <p>Access to 40-60 participants who have passed a highly selective interview process to join ACM Projects, including both a behavioral and basic technical interview (≈ 10% acceptance rate into Projects).</p> <p>Access to 10+ ACM Projects officers who have:</p> <ul style="list-style-type: none"> <li>- Previously participated in ACM Projects</li> <li>- Stood out from all participants last semester</li> <li>- Demonstrating both excellent project management and leadership skills</li> </ul> |
|         |                    |   |

\*Limit to one sponsor, require additional funding.  
None of these packages fit your business?  
Contact [hackutdteam@gmail.com](mailto:hackutdteam@gmail.com), and we can work something out.

# sponsorship perk details

**SWAG:** Students love free stuff. Ship us your swag such as shirts, socks, stickers, or anything else with your logo on it to get students to engage with your company. We will mail the swag to the participants on your behalf.

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

**MENTORS:** Help guide teams on their road to success with technical mentorship and create personal relationships with the students.

**INTERVIEW CHANNEL:** A virtual channel to speak with participants you think have exceptional potential for your company.

**JUDGES:** Teams love to talk about their hack. Bring people from your company who are interested in listening to these students! If you have a challenge statement, your judges will be responsible for picking the team that wins your sponsored prize.

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

**COMPANY CHANNEL:** A virtual channel for your company to talk with hackers about your challenge, API, company, or anything else you would like to discuss.

**VIRTUAL 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! This can be done completely online, we will have a channel specifically for your workshop.

**VIRTUAL 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.

**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 start hacking!

**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.

**SOCIAL MEDIA SHOUTOUTS:** Get promoted on our social media accounts (LinkedIn, Instagram, Facebook, Twitter)\* prior to HackUTD!

**BRANDED EMAILS:** Have any job listings you'd like our hackers to know about of just a welcome message? We'll send an email on your behalf to all of our registered hackers before and after\* the event!

\*depends on tier





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