



HACK // UTD



PARTNER WITH THE LARGEST UNIVERSITY  
HACKATHON IN NORTH TEXAS

# Spring 2016 Sponsorship Information

3.5.2016

THE UNIVERSITY OF TEXAS AT DALLAS  
HOSTED BY THE ASSOCIATION FOR COMPUTING MACHINERY



## What is HackUTD?

Come March 6<sup>th</sup>, 2016, over 600 students from top universities in Texas and around the country will come together for 24 hours at UT Dallas to develop innovative new web, mobile, and hardware projects from scratch

HackUTD is the largest university hackathon in North Texas, and the HackUTD team is proud to be bringing back the second annual HackUTD in Spring 2016.

What is a hackathon? Hackathons are weekend-long collegiate events meant to provide a creative atmosphere for students to develop a pioneering technical project of their choosing. Different from “hacking” in the cybersecurity sense, hackathons are events for smart students to explore new areas of technology, design, and engineering with their projects. Hackathons have been hosted around the world by universities and companies that pride themselves on encouraging students to come up with interesting solutions to challenging technical problems.

At HackUTD, some of the brightest students in the U.S. will take skills learned in their classes, internships, and hobbies, and apply them towards building a complete technical project from scratch in a fast-paced, collaborative environment.





## Why Sponsor?

### **Recruiting**

Students from top universities around the country will come to Dallas for HackUTD. Sponsoring and having recruiters come out is a fantastic way to meet them and tell them about your company. Coming to a hackathon is a great way to not only meet a large amount of students, but to target those students working on projects and that have experience relevant to your organization.

### **Brand exposure**

The types of students that attend hackathons are creative and very technically minded. They are pioneers, and are eager to try new things. These students will be willing to try new products, and will evangelize their experience to friends at their home university. Sponsoring HackUTD puts you straight into a huge pool of early adopters and potential customers, who are eager to try out and innovate on new technology.





### Engagement & Feedback on APIs and platforms

At HackUTD, API & hardware sponsors will have time on stage to present their APIs and developer tools. Add in branded API & hardware prizes, and HackUTD participants will have a strong incentive to innovate on your technical products and platforms. Having a huge pool of hackathon attendees working on your platform will provide companies with:

- A large pool of technically-minded people who will give feedback on your developer-focused products, and tell you what works, what doesn't, and what could be improved on the user side
- A huge audience open to trying and driving adoption of your product in their own universities





## Getting the Most from Sponsorship

Sponsorship isn't only a way to advertise, but also a way to help your potential future employees learn and hone new skills. The best way to achieve both benefits is to:

- **Send engineers and mentors.** Participants who have worked with an engineer from your company on their project will have already had a strong positive experience with your company when they start their internship or job search. Bringing engineers allows participants to not only hear what recruiters have to say, but to hear from the experiences of real engineers.
- **Give swag.** College students love swag. Having cool giveaways will attract attention to your recruiting table, and will garner positive interest in your company. Giving out branded apparel like t-shirts, hoodies, and backpacks will mean that participants will keep advertising your company the whole weekend and afterwards.
- **Have an active recruiting presence.** Be prepared to answer questions about your company and what it's like to work there. Being friendly, approaching people, and striking up conversations will ensure that as many people as possible get to hear about the benefits of working at your company.





- **Encourage use of your APIs and technologies.** Organizations that want to encourage use of their APIs, developer tools, and platforms will want to provide plenty of help and incentive to participants to do so. Hackathon attendees have plenty of projects to choose from, and a well-chosen branded prize will go a long way in convincing people to try out your products. Bringing engineers as mentors always helps. Having engineers will provide attendees with a go-to person to ask for help when they are learning about your platform, and will provide your engineers with real feedback on how your products are being used by developers in the real world.
- **Sponsor a meal, snack, or fun event.** Sponsoring a meal, snack (like a coffee cart or midnight cookies), or a side event (like a photo booth, karaoke, or video game jam) is a great way to bring a lot of participants to your table at once. Sponsoring a branded meal or event will bring a lot of concentrated focus to your company, and that time will be your time to shine when recruiting or evangelizing your platform.





## Sponsorship Tiers

|                                      | KILO<br>(Startups) | MEGA   | GIGA     | TITLE        |
|--------------------------------------|--------------------|--------|----------|--------------|
|                                      | \$1000             | \$5000 | \$10,000 | \$20,000 (1) |
| <b>Branding on Site &amp; Shirts</b> | ✓                  | ✓      | ✓        | ✓            |
| <b>Branded Swag Giveaway</b>         | ✓                  | ✓      | ✓        | ✓            |
| <b>Mentorship</b>                    | ✓                  | ✓      | ✓        | ✓            |
| <b>Résumé Access</b>                 | ✓                  | ✓      | ✓        | ✓            |
| <b>Sponsored Prizes</b>              |                    | ✓      | ✓        | ✓            |
| <b>Sponsored Meal Events</b>         |                    | ✓      | ✓        | ✓            |
| <b>Sponsored Booth</b>               |                    | ✓      | ✓        | ✓            |
| <b>Tech Talks</b>                    |                    |        | ✓        | ✓            |
| <b>Private Interview Rooms</b>       |                    |        | ✓        | ✓            |
| <b>Additional Branding</b>           |                    |        | ✓        | ✓            |
| <b>Demographic Résumé Data</b>       |                    |        | ✓        | ✓            |
| <b>Sponsored Entertainment</b>       |                    |        | ✓        | ✓            |
| <b>Universal Branding</b>            |                    |        |          | ✓            |
| <b>Keynote Speaker</b>               |                    |        |          | ✓            |



## Logo on Site & Shirts

Have your company branding displayed prominently on HackUTD shirts and on [hackutd.co](http://hackutd.co).

## Send Mentors

Send mentors to help students out with their projects, also giving your company one-on-one time with students.

## Sponsored Prizes

Showcase your API or hardware and have an branded prize for selected students who opt to use it in their projects.

## Sponsored Booth

Set up a booth at the hackathon for students to visit and get info on your company.

## Private Interview Room

Companies interested in interviewing extraordinary students at the hackathon for job openings or internships will be allotted space to conduct interviews.

## Branded Swag Giveaway

Bring or send us your company's freebies such as shirts, pens, stickers, etc. to distribute. Students love them and they're great for brand recognition & standing out.

## Résumé Access

Gain access to the resume pool of our attendees, making recruiting great candidates easy.

## Sponsored Meal Events

Sponsor a meal or snack event, (like a coffee cart or midnight cookies) bringing concentrated focus to your company. We'll handle it all.

## Tech Talk

Host a talk to interested students about your company or the technologies you use while they take a break from hacking. (For added engagement, hold a giveaway at it)

## Additional Branding

See your company branding in even more places, from t-shirts and the site, to booklets, HackUTD giveaways, and more.



#### **Demographic Resume Data**

In addition to resumes, sponsors will also have access to student demographics such as degree type, education level, and projects they have worked on.

#### **Universal Branding**

HackUTD, sponsored by you. Have your company represented as the top sponsor of HackUTD, with branding on nearly everything.

#### **Sponsored Entertainment**

Fun events such as Game Jams, Coffee Carts, and Nerf Wars will showcase your brand

#### **Keynote Speaker**

Have a representative kick off or finish the event as a featured guest.

## HackUTD

[hackutd.co](http://hackutd.co) · [acmutd.co](http://acmutd.co)  
[sponsor@hackutd.co](mailto:sponsor@hackutd.co)

#### **Tax Exemption Information**

ACM UTD is a registered 501(c)(3) non-profit organization.