KNOXVILLE CITY HACKATHON
2020 SPONSORSHIP GUIDE

WELCOME LETTER

The City of Knoxville has continued to be recognized as a mid-sized city on the rise, with a lot of its growth traced to not only globally recognized research at the University of Tennessee and nearby Oak Ridge National Laboratory, but to the growing tech industry as well. KnoxDevs was founded in July 2015 to bring together the separate local tech communities and foster a welcoming community for local professionals to learn from one another. In the past few years, KnoxDevs has explored ways in which we could leverage the local tech community to serve the greater Knoxville community. Built on top of previous collaborations with the Knoxville Entrepreneur Center, together we embarked on our biggest event yet: the Inaugural Knoxville City Hackathon, which took place in March 2019. We aimed, both then and now, to make a hackathon that is accessible for seasoned professionals and those new to the industry. While our upcoming hackathon will be general in purpose, in addition to company-sponsored prizes, we also have assembled a collection of city datasets and real world challenges that city departments face for hackathon participants to choose from. Our second hackathon will be an excellent opportunity to continue to raise the profile of civic engagement by the tech community with our jewel at the foothills of the Smokies.

As our partner, this event offers your organization exposure to a group of driven and talented individuals in the Knoxville area. Some of these individuals are students that are on the verge of entering the industry, while many others are seasoned professionals with many years of experience, some of whom are very active in the local tech community. Your organization's participation gives you the advantage of meeting passionate people in a practical environment where you can get to know them personally. We want our stellar participants to be aware of what you do best and know how to reach out to your organization, whether it's using your product or joining your team. Although monetary donations are what will allow this event to happen, we would also love representatives from your organization to mentor and give talks to our participants—get them excited about what you do every day, and tell them how you're shaping the industry.

We are excited to build on our previous success—in building the profile of the tech community and in last year's event—with your organization to make the second Knoxville City Hackathon the best it can be.

Sincerely,

The Knoxville City Hackathon Organizers

Alex Pawlowski
Cody Lambert
Jared Smith
Carter Hall
Jim Biggs

HACKATHON OVERVIEW

What is a Hackathon?

A hackathon is an event for students and professionals surrounded by professional mentors, recruiters, and faculty to come together, brainstorm, and make things— all in one caffeine-filled, sleepless weekend. Participants tend to be coders, designers, and makers, and with a fusion of different talents, students form teams that innovate and create new things using their combined skills. Typically, students make software applications, hardware applications, or mobile apps. Since the event is only a weekend, people "hack together" different solutions and ideas to make novel projects in a short amount of time. This is much different than a normal hackathon.
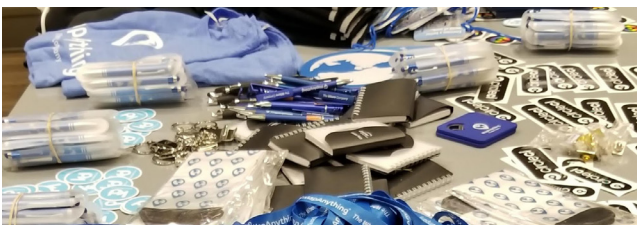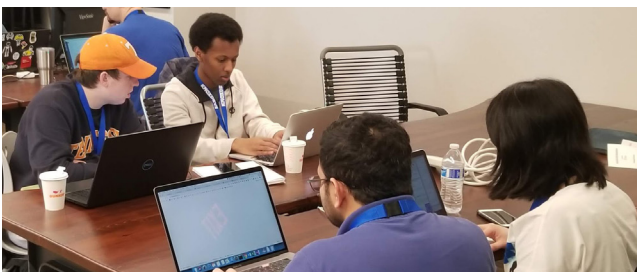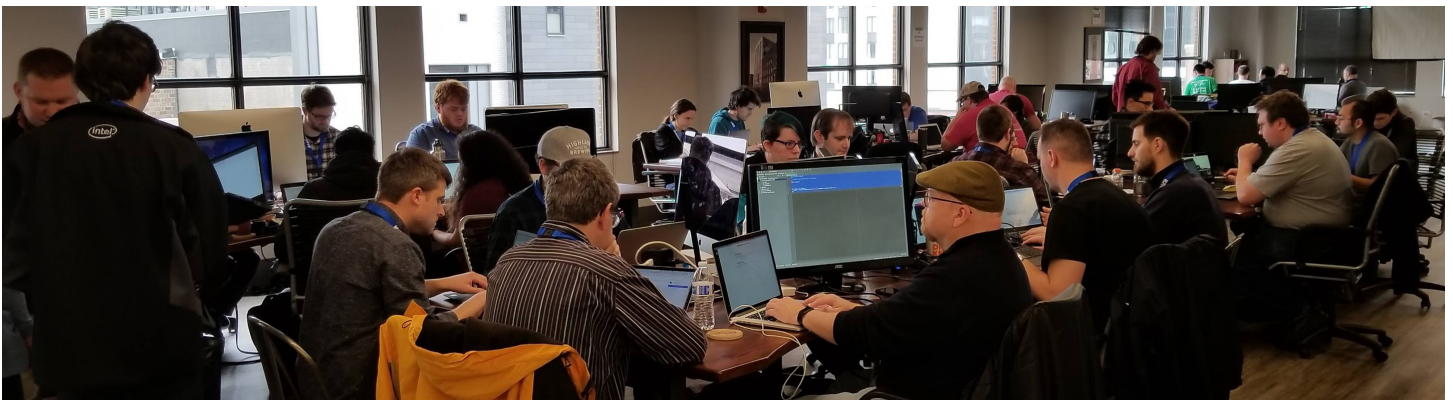
Why Sponsor?

Imagine a room with a captive audience of over a hundred local Knoxville area students and professionals alike. You'll be a hero and a legend for feeding them food, helping them debug code, and participating in a civic-minded weekend event to benefit the City of Knoxville. Your company has a chance to recruit some of Knoxville's most brilliant coders and innovators and mentor them for an entire weekend. By sponsoring the Knoxville City Hackathon, you also reap a variety of other benefits and opportunities, detailed in the following pages.

BUILDING ON PREVIOUS SUCCESS

Last Year

We hosted 92 participants over the course of 28 hours, building 20+ different projects, with awards going to 9 different teams. Four teams were personally invited by the city to present their findings to key stakeholders and look at ways to implement their solutions! Teams were composed of UTK and Pellissippi Community College students, local software developers, and a few researchers from Oak Ridge National Laboratory. City staff were impressed by the quality of the submissions and the creativity to address city issues. This year, we aim to increase participation to 150 and increase the number of city issues that teams can tackle, bringing in more city staff to partner in problem-solving alongside our teams.

SPONSORSHIP TIERS

Scruffy • $500

Suttree • $1,000

Holston • $2,500

Marble • $5,000

Flagship • $7,500

General

General	Scruffy	Suttree	Holston	Marble	Flagship
Send Mentors/Engineers/Developers	✓	✓	✓	✓	✓
Provide and Award Prize - Best Use of API, Service, etc.	✓	✓	✓	✓	✓
Provide Promotional Items/Swag	✓	✓	✓	✓	✓
Sponsored Snack		✓	✓	✓	✓
Scheduled Time Slot for Tech Talk or Tutorial			30m	45m	60m
Sponsored Table			✓	✓	✓
Sponsored Meal				✓	✓
Welcome Ceremony Keynote Presentation					15m

Judging

Judging	Scruffy	Suttree	Holston	Marble	Flagship
Company Representative Judges Sponsored Prize (if applicable)	✓	✓	✓	✓	✓
Company Representative Participates in First Round of Judging		✓	✓	✓	✓
Company Representative Participates in Final Round of Judging				✓	✓

Recruiters

Recruiters	Scruffy	Suttree	Holston	Marble	Flagship
Send Recruiters			✓	✓	✓
Access to Participants' Information			✓	✓	✓
Résumé Book of Participants (who choose to sumbit résumés)				✓	✓
Job Postings in Email Digests and Program					✓
Sponsored, Private Company Room					✓

Branding/Marketing

Branding/Marketing	Scruffy	Suttree	Holston	Marble	Flagship
Mention During Open/Close	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	✓
Logo on Program (any verbal communication, PDFs)	✓	✓	✓	✓	✓
Logo on Official Hackathon T-Shirt		✓	✓	✓	✓
Corporate Recognition in our Recap Video			✓	✓	✓
Logo on all Email Communication				✓	✓
Hackathon Slack Channel Blast to Participants (Every 6 Hours)				✓	✓
The Second Knoxville City Hackathon, Powered By _____					✓
Logo on All Attendee Lanyards/Badges					✓

LET'S TALK

Interested in sponsoring?
Reach out at sponsor@knxhx.org

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knxhx.org