# Next Gen Space Apps NYC

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With the conclusion of [The 2015 International Space Apps Challenge](#) in April, a hackathon that has had a tremendous impact on technical innovation communities worldwide, NASA has fostered a community of science and space enthusiasts working together in their fields to solve global problems and issues. Our team of high school students at Next Gen Space Apps believes that, with its clear potential to inspire problem-solving innovation,  the Space Apps Hackathon model can be taken further.  We're collaborating with NASA to organize the Space Apps Next Gen Hackathon in NYC-- applying the Space Apps Hackathon model-- a fusion of science, data, programming, and hardware-- to teach and inspire New York City's high school students, the future's scientists and software engineers, and equip them with the tools and passion to tackle the global issues of the future.

Next Gen Space Apps NYC is a 24-hour long hackathon. Not to be confused with illegal and unauthorized programming, hacking in this context means quickly and intelligently creating and designing an innovative solution or answer to challenges posed. All students, from experienced programmers to complete novices, are encouraged to attend Next Gen Space Apps NYC and to learn from mentors and each other.

We aim to offer students the access to computer science that the traditional education system lacks. By showing high school students that they have the power to turn their dreams and ideas into real world solutions, we plan to inspire students to learn more about computer and data science once they leave the hackathon.

A significant aspect of our mission is  to bring underrepresented minorities in computer science into the community of hackers at Space Apps. One of our specific goals is to increase the amount of female coders at our hackathon this year.   According to NPR, women account for only 20% of computer programmers in the US.  At Next Gen Space Apps NYC, we are aiming for an attendance of 50% females. Moreover, New York City, one of the fastest growing technology communities in the world, would act as the perfect stage to host the first High School Space Apps and incorporate new members into the tech populace.

We hope to make Next Gen Space Apps NYC a huge success, but we need your help. Contact us for more information at **contact@nextgenspaceapps.com**

**WHY HELP US**

Help introduce computer science to high school students who would otherwise live their lives viewing programmers and data scientists as magicians. Be there to help high school students overcome challenges at their first hackathon. When that student later starts new projects, convinces his/her friends to code, looks for a job, or retells the story of his/her first hackathon, there is one company that will stand out in that student's mind. One never forgets their first hackathon experience, and nobody forgets the help they received and the people they met at their first hackathon.

Sponsorship opportunities

- **Swag-**Have your company's swag (i.e., branded t shirts, pens, bags etc.) distributed to the hackers
- **Mentorship-**Send a mentor; have your company represented at the hackathon
    - Encourage use of your API (if you offer one), answer questions, talk to potential users of your product
- **API demo- Demo API or talk about your company at the beginning of hackathon**
- **Recruiting-**Find some of the most talented high school hackers in the nation (and soon to be most talented college hackers in the nation)
    - Recruit for an internship or job
- Get your company logo as a sponsor on our website, t-shirt, and mentioned at the kickoff and mentioned on our Facebook page

*Note: All monetary sponsorships of Next Gen Space Apps NYC are tax exempt.*

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**HOW CAN YOU HELP**

You can help make Next Gen Space Apps NYC possible in many ways.

Monetary sponsorships:
- Direct donations to Next Gen Space Apps NYC, allowing us to spend it on what we need
- Sponsor a specific challenge (ex. providing sensors and hardware for the "Sensor Yourself" challenge)
- Sponsor a meal or activity

Non-monetary sponsorship options:
- Send company evangelists or engineers to promote your company, answer questions about your company, and mentor students
- Provide services (e.g., hosting, hardware) for students at the hackathon to use
- Provide food (snacks or a meal)

● Any other creative ideas you may have!

### SPONSORSHIP TIERS

| TIER | Supporting Sponsor | Interplanetary Sponsor | Interstellar Sponsor | Intergalactic Sponsor | Founding Sponsor* |
|---|---|---|---|---|---|
| **COST ($)** | <500 | 500 | 1,000 | 5,000 | Contact Us |
| **GENERAL** | | | | | |
| Mentors at Next Gen Space Apps | ✦ | ✦ | ✦ | ✦ | ✦ |
| Demo at kickoff** | 1 min | 1 min | 2 min | 3 min | Keynote |
| Company talk at closing | | | | 2 min | 5 min |
| Full table in sponsors section | | | ✦ | ✦ | ✦ |
| Can give a branded or general prize contribution*** | ✦ | ✦ | ✦ | ✦ | ✦ |
| Extended keynote at hackathon | | | | | ✦ |
| **RECRUITING** | | | | | |
| Recruiting material can be distributed | | | ✦ | ✦ | ✦ |
| Onsite recruiters/evangelists | ✦ | ✦ | ✦ | ✦ | ✦ |
| Ability to send out individual email to hackathon | | | | | ✦ |

participants****

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|---|---|---|---|---|---|
| **BRANDING** | | | | | |
| Thanked at kickoff | ✦ | ✦ | ✦ | ✦ | ✦ |
| Thanked at demos | ✦ | ✦ | ✦ | ✦ | ✦ |
| Logo on the front-page of the Next Gen Space Apps website | ✦ | ✦ | ✦ | ✦ | ✦ |
| Logo on Next Gen Space Apps t-shirt | ✦ | ✦ | ✦ | ✦ | ✦ |
| Mentioned in press releases. | | | | | ✦ |
| Placement of company banners at hackathon | ✦ | ✦ | ✦ | ✦ | ✦ |
| Logo on all pages of website | | | | | ✦ |
| Ability to add updates to Next Gen Space Apps email blasts | | ✦ | ✦ | ✦ | ✦ |
| **SWAG (i.e. paraphernalia)** | | | | | |
| Can distribute swag | ✦ | ✦ | ✦ | ✦ | ✦ |

* — Founding tier is limited to two companies.

** — API demos at the opening ceremony must be strictly tech/API demos.

*** — To prevent a competitive atmosphere, prizes may be given after the hackathon or during events such as "Hacker Trivia".

**** — Emails will be sent through a Next Gen Space Apps email account, on behalf of a sponsor.

*While we are collaborating with NASA to throw this event, by sponsoring Space Apps Next Gen NYC, your company/organization would be partnering with the event, <u>not</u> with NASA.*