



### What is deltaHacks

deltaHacks is the first student-run Canadian Hackathon for Change. We'll be pairing students with non-profit mentors to tackle real problems. The focus of this hackathon is to encourage students to combine programming knowledge with the intent to make something that has a positive impact on the world. Students will have 24 hours to make their awesome ideas come to life.

### When & Where

The event will be taking place on the weekend of February 14-15th at McMaster University. We are expecting 300 students from McMaster and around Ontario to attend our hackathon.

### Why Sponsor?

This isn't just a chance to get the word out about yourselves, but to define yourselves as supporters of innovation, real positive change, and diversity with students from different backgrounds coming together to change the world.

### **Sponsorship also grants you access to top student talent and a great way to publicize your products!**

Your funds will go towards **prizes, hardware, logistics, food, and swag**. In the following pages we've provided a breakdown of the different services we offer in return for sponsorship.

We are also willing to negotiate the prices for sponsorship tiers, especially if you provide substitutes in lieu of sponsorship money such as food, bus rentals, sleeping bags and blankets, etc. Likewise, by the nature of the event, this extends to anything which contributes to the "Hack for Change" theme! (e.g., bringing in nonprofits/charities which you already work with, speakers that have applied technology for philanthropic purposes, etc.)

### Get the most out of your sponsorship

In addition to the sponsorship money, we also strongly encourage sponsors to:

- Send company swag like t-shirts, stickers, water bottles, sunglasses, etc. Students love it, and it's an easy way to build your brand.
- Send company prizes.
- Bring company engineers and other mentors to the event. Mentorship is one of the best ways to interact closely with the participants and make their experience with a company API or technology far more positive.

Please contact us at [contact@deltahacks.io](mailto:contact@deltahacks.io) if you want to discuss particular collaborative ideas or adjust the sponsorship packages to better meet your goals.

## Sponsorship Options

| Package   | Title Sponsor | Level 4 | Level 3 | Level 2 | Level 1 |
|---|---------------|---------|---------|---------|---------|
| <b>Sponsorship Amount</b>   | \$10,000      | \$7,500 | \$5000  | \$3000  | \$1000  |
| <b><u>General</u></b>   |               |         |         |         |         |
| <b>Send Mentors</b><br>We highly recommend that sponsors send mentors (engineers, designers, etc). Students are much more likely to be interested in working for a company after meeting helpful and amazing individuals from your company. | ✓             | ✓       | ✓       | ✓       | ✓       |
| <b>API Demo</b><br>Prepare a 2-3 minute demo showcasing your API  | ✓             | ✓       | ✓       | ✓       |         |
| <b>API Workshop</b><br>Hosting an API workshop helps students get acquainted with your company's API and technologies.  | ✓             | ✓       | ✓       | ✓       |         |
| <b>Eligible to award a company prize</b><br>The best way to get participants to use your product or engage with your company is to create a company prize.  | ✓             | ✓       | ✓       | ✓       |         |
| <b>Tech Talk</b><br>If you want to do a tech talk showcasing what your company does. We'll set you up a room. We recommending relating what your companies does to the "code for change/good" theme.  | ✓             | ✓       |         |         |         |
| <b>Keynote at opening ceremony or closing ceremony</b><br>If you have a great speaker, let us know if you'd like to have them provide a keynote.  | ✓             |         |         |         |         |
| <b>Branding / Promotion</b>   |               |         |         |         |         |
| <b>Distribute Swag</b>  | ✓             | ✓       | ✓       | ✓       | ✓       |

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| <b>Logo on Website and T-Shirt</b>   | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>Sponsor Booth</b>   | ✓ | ✓ | ✓ | ✓ |   |
| <b>Opportunity to host workshops</b><br>Hosting a workshop helps students and they will be far more likely to remember your company and the positive effect it had on them.<br><br>Maybe help get students get started with web apps or do a Intro to Android Workshop. The sky's the limit. (You cannot host a company API workshop unless your tier permits it). | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>Company Ads on Projector</b>  | ✓ | ✓ | ✓ |   |   |
| <b>Sponsored Events</b><br>We sprinkle fun events throughout the hackathon to provide a mental break. (e.g., nerf gun fight, meals, barista, etc) We'll be sure to let the participants know that your company sponsored the nerf gun fight, ice cream social or let you do your own.  | ✓ | ✓ |   |   |   |
| <b>Recruiting</b>  |   |   |   |   |   |
| <b>Distribute Recruiting Materials</b>   | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>Access to resumes</b>   | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>Access to Github accounts, Linkedin Profiles</b>  | ✓ | ✓ | ✓ | ✓ |   |

### **Other Forms of Support**

We highly encourage companies to send mentors even if they can't provide monetary support. The mentorship will benefit the students participating in our hackathon and will still allow your company to support us.

Hackathons aren't planned alone. If you happen to have any other suggestions or other ways you want to help! Let us know at [contact@deltahacks.io](mailto:contact@deltahacks.io)