tamuhack
Sponsorship Packet

Texas A&M University
January 2022

Howdy!

We are excited to announce Texas A&M University's annual hackathon, TAMUhack, and we would like you to be a part of it!

Every year, TAMUhack brings together a select group of over 700 of the most technologically savvy, creative, and driven student hackers from all over the country. For the past seven years, we have been a factory of creativity and innovation, providing students with the time and resources to put their thoughts into action to build a variety of technical projects—using your technologies and APIs. TAMUhack is 24 hours of pure innovation, design, and hacking on web, mobile, and hardware.

When this organization was formed, our vision was to bring an atmosphere of collaborative learning, collective building, and intellectual adventure to students. Since our debut in 2014, we've doubled down on our efforts to ensure our vision becomes a reality. In order to continue this, we need your help. Sponsoring TAMUhack would give you the opportunity to:

- Access resumes, portfolios, and personal websites of the brightest technical students
- Demo your API or showcase your hardware and devices, enabling students to tinker and create using your product
- Showcase your company, increase your brand recognition, and promote your image to hundreds of students
- Make a lasting impression and form relationships with a diverse group of hackers through mentorship

The TAMUhack Team
sponsor@tamuhack.com

Sponsorship Tiers

	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
	$2k	$4k	$7k	$10k	$15k
GENERAL					
Representatives on site	3	3	6	6	∞
Company Space	1 table	1 table	2 tables	Lounge (S)	Lounge (L)
VIP Judge				✓	✓
Co-host TAMUhack					✓
HACKATHON PARTICIPATION					
Company challenge	✓	✓	✓	✓	✓
Workshop/Tech Talk		30 min	30 min	60 min	60 min (2)
Opening Ceremony Speech			1 min	3 min	keynote
RECRUITING					
Recruiting material/swag	✓	✓	✓	✓	✓
Resume + hacker info		✓	✓	✓	✓
Email advertising				1 email	∞
BRANDING					
Website logo	S	S	M	M	L
Shirt logo			S	M	L
Social media exposure		1 post	1 post	2 posts	2 posts
HOWDYHACK					
Resume + hacker info			✓	✓	✓
HowdyHack winner info					✓

2K SPONSORSHIP DETAILS

BRONZE

This is our starter-pack tier to get you started with sponsoring hackathons. Our 2k package is specifically for those who want to get a first look into our growing hacker community. Take advantage of the event to learn more about our mission statement and start making a difference.

FEATURES

Exclusive table to interact with hundreds of talented students

Bring up to 3 company representatives to TAMUhack

Create a company challenge for hackers to work on

RECRUITING

Build relationships with capable, highly motivated students

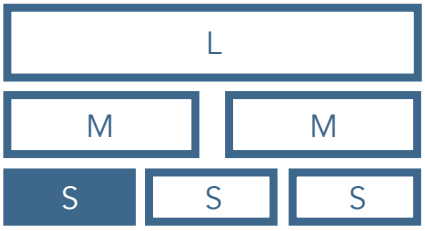
You can advertise your internships and full time positions, mentor students, and really get to know them throughout the 24 hours.

Distribute company swag to TAMUhack and Howdyhack hackers (spring and fall)

The space will provide general exposure of your company and serve as a hub for all the things your company will do at TAMUhack.

BRANDING

Website Logo: Small



T-Shirt Logo: None

4K SPONSORSHIP DETAILS

SILVER

Our 4k sponsorship packet is a great way to get valuable facetime with our hackers and some real estate at our event. We offer an assortment of benefits to help your company network with talented students and teach them about what it means to work for your company.

FEATURES

Exclusive table to interact with hundreds of talented students

Bring up to 3 company representatives to TAMUhack

Create a company challenge for hackers to work on

EVENTS

Give a 30 min tech talk or workshop

Interact with our hackers about crucial topics in your field of work or just interesting new technologies. Feel free to get creative!

RECRUITING

Build relationships with capable, highly motivated students

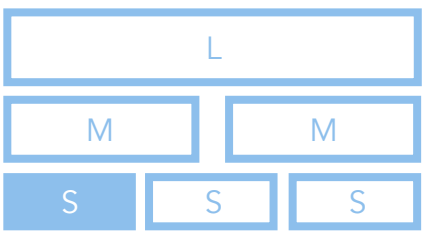
You can advertise your internships and full time positions, mentor students, and really get to know them throughout the 24 hours.

Get access to all of the participants resumes

We will provide you with participant resumes and information on the day of the event so you can build relationships with hundreds of talented and motivated students.

BRANDING

Website Logo: Small



T-Shirt Logo: None

7K SPONSORSHIP DETAILS

GOLD

Becoming a 7k sponsor for TAMUhack establishes your organization as a dedicated and highly valued partner and grants you a wide array of perks to get your name out to students. It expands your company's presence at our event with greater exposure, more representatives, and a talk during the opening ceremony.

FEATURES

x 2

Exclusive table to interact with hundreds of talented students

x 6

Bring up to 3 company representatives to TAMUhack

Create a company challenge for hackers to work on

1 min

Promote your company brand during our opening ceremony

EVENTS

30 min

Give a 30 min tech talk or workshop

Interact with our hackers about crucial topics in your field of work or just interesting new technologies. Feel free to get creative!

RECRUITING

Get recognition at HowdyHack

HowdyHack is an Aggie-run hackathon for A&M students. Be recognized as a key contributor and distribute recruiting materials or swag to hackers at HowdyHack.

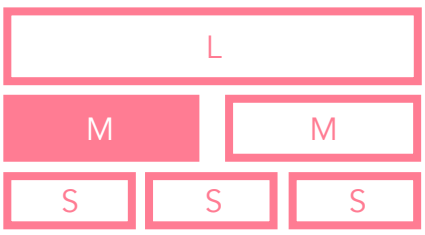
3 days prior

Get access to all of the participants resumes

We will provide you with participant resumes and information 3 days before the event so you can build relationships with hundreds of talented and motivated students.

BRANDING

Website Logo: Medium



T-Shirt Logo: Small

10K SPONSORSHIP DETAILS

PLATINUM

Our 10k sponsorship will distinguish you as one of the most prominent companies at our hackathon. Get early access to resumes and exclusive interview rooms, and present what the best has to show.

FEATURES

Get creative and decorate your own lounge space

x ∞

Bring an unlimited number of representatives

VIP

Send a VIP judge to make the decision for best overall hack

3 min

Promote your company brand during our opening ceremony

EVENTS

60 min

Give a 60 min tech talk or workshop

Interact with our hackers about crucial topics in your field of work or just interesting new technologies. Feel free to get creative!

Receive Participant Information from HowdyHack

Receive detailed recruiting information on the winners of HowdyHack, our premiere Aggie-only Fall hackathon, and receive our Fall HowdyHack Resume book!

1 week prior

Get access to all of the participants resumes

We will provide you with participant resumes and information 1 week prior to the event so you can build relationships with hundreds of talented and motivated students.

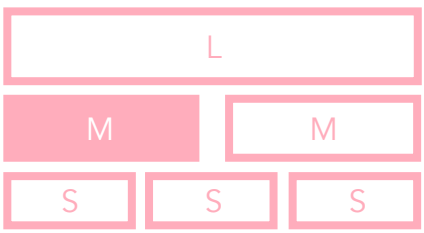
1 email

Have the opportunity to send participants a sponsored email

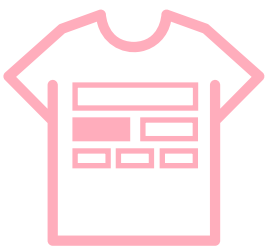
Send an email a week before hacking begins. Get access to private interview rooms as you look for talent during the hackathon.

BRANDING

Website Logo: Medium



T-Shirt Logo: Medium



15K SPONSORSHIP DETAILS

DIAMOND

Our prized Co-Host! Get the best experience at TAMUhack with an unmatchable connection with hackers and enjoy every perk we could imagine. We will coordinate with you to make you the forefront of our hackathon.

FEATURES

Get creative and decorate your own lounge space

Bring an unlimited number of representatives

Send a VIP judge to make the decision for best overall hack

Claim the Keynote Speech during the opening ceremony

EVENTS

Hold two 60 minute workshops

Interact with our hackers about crucial topics in your field of work or just interesting new technologies. Feel free to get creative!

Interested in exclusively hiring top Aggie talent?

Receive detailed recruiting information on the winners of HowdyHack, our premiere Aggie-only Fall hackathon, and receive our Fall HowdyHack Resume book!

Get the earliest access to all of the participants resumes

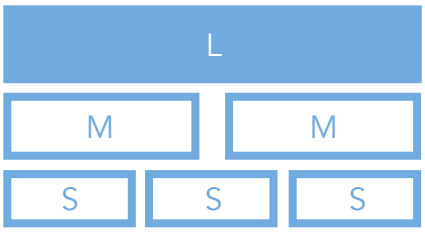
Our Spring TAMUhack Resume book is filled hundreds of talented students. We provide private interview rooms if you plan on interviewing candidates during the hackathon!

Advertise with sponsored emails

Have the opportunity to send unlimited emails before and after the hackathon to keep hackers in the loop.

BRANDING

Website Logo: Large



T-Shirt Logo: Large

Custom Sticker

FAQ and Glossary

GLOSSARY

Email advertising	Send a custom email to our attendee mailing list about recruiting, API showcase, upcoming software, etc.
Company challenge	Set a company-specific challenge/track with prizes for hacker
VIP Judge	Send a judge up to take part in our top final demos to vote and determine which team wins our hackathon as the best overall hack
Interview Rooms	Get access to private interview rooms during the hackathon
Social Media Exposure	Get social media exposure on our Facebook, Instagram, and Twitter pages
Opening Ceremony	Talk about your company and your mission during our opening ceremony
Mini Event	A fun side event during the hackathon such as cup-stacking or paper airplane contests to promote your company culture
Workshop/Tech Talk	Present a workshop on soft skills, technical skills or about technology in general. This could be both during the school year and/or our hackathon
Co-host	Get TAMUhack rebranded into TAMUhack x [Your company]
Custom Hacker Stickers	Get stickers branded with TAMUhack x [Co-host company]
HowdyHack	Our A&M-only hackathon that takes place in the fall.

FAQ

We can't find a tier that fits us, but still want to contribute to the hackathon. What should we do?
We can work with creating a custom package or even other ways to contribute, such as donations or sending swag and mentors!

Is there any way to get involved with TAMUhack outside of the hackathon event?
Definitely! We host all kinds of workshops and tech talks throughout the semester, which you can lead! Send us an email if you're interested and we can help coordinate that to fit your best time and need.

How does mentorship work?
We are always in need of mentors! We've used HELPq in the past and we would love to expand mentorship for the hackers. It pairs a mentor up with a student in need for a unique problem during the hackathon so they can get it solved. If you would like to participate, just let us know before the hackathon!

I can't find my question here!
You can contact us at sponsor@tamuhack.com for further inquiries and we'd be more than happy to continue the conversation there!

TAMUhack 2021

By the Numbers

Highlights

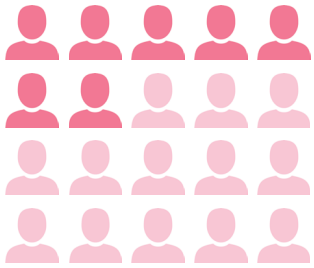
1000+
Hackers

125
Projects

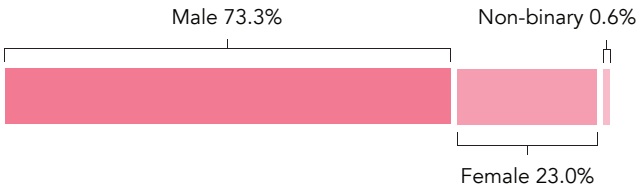
112
Schools

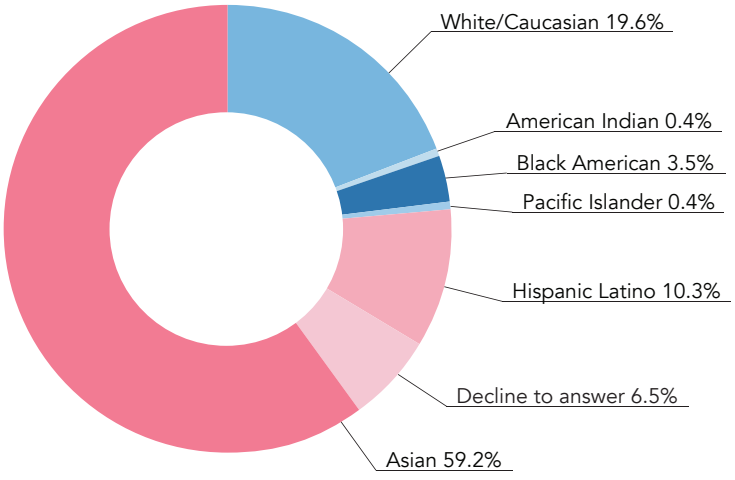
Experience

35%
of attendees were first time hackers

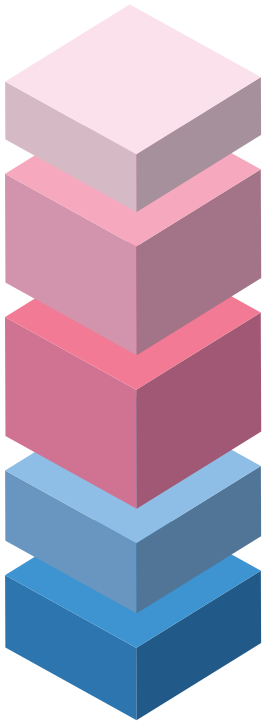


Diversity





Classification



13.5%
Freshman

25.4%
Sophomore

27.8%
Junior

16.4%
Senior

16.9%
Graduate