



HackLumina'25'

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# Welcome Letter

Dear Valued Supporter,

We are excited to present to you the sponsorship prospectus for the HackLumina Hackathon—an inspiring and youth-driven initiative with the theme of Solarpunk: Where Nature and Technology Coexist. This event represents our commitment to fostering innovation that aligns with sustainability, shaping a future where technology enhances, rather than diminishes, the natural world.

The 36-hour-long HackLumina Hackathon aims to bring together the brightest minds—passionate teenagers and aspiring innovators—to develop creative solutions that address the challenges of tomorrow. By empowering these young visionaries, we hope to ignite a movement of progress and collaboration that bridges the gap between technology and environmental stewardship.

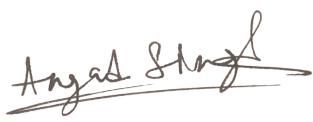
Your support as a sponsor can make a transformative impact, not only by amplifying this vision but by actively contributing to the development of sustainable, tech-driven solutions. From providing mentorship to showcasing your brand's commitment to innovation and environmental responsibility, partnering with HackLumina Hackathon opens avenues for meaningful engagement with a motivated and forward-thinking audience.

We invite you to explore this prospectus to learn more about our vision, audience, sponsorship opportunities, and how your organization can play a pivotal role in shaping a better tomorrow. Together, we can empower the next generation to create a harmonious future where nature and technology thrive hand in hand.

Thank you for considering this opportunity to join us on this incredible journey.

Please continue to the next Document Tab for further information. If you are using a mobile phone, please download the Google Docs app to view our prospectus better. After opening the prospectus document on the Docs app, click on the three dots on the top right corner and select "Document Tabs" to browse through our prospectus.

Sincerely,  
Hackathon Team, HackLumina



Angad Singh



Kavish Devar



Shrey Mehra

# About the Hackathon

The **HackLumina Hackathon** is a youth-driven event designed to inspire and empower teenagers to innovate in the realm of sustainability and technology. Our theme this year, **Solarpunk: Where Nature and Technology Coexist**, sets the stage for participants to explore how cutting-edge technologies can be used to protect and enhance the natural world. We believe that by empowering the next generation of innovators, we can create a future where harmony between nature and technology isn't just a vision—it's a reality.

At HackLumina, we offer much more than just a coding competition. Throughout the event, participants will have the opportunity to attend engaging **workshops** led by industry experts, allowing them to grow their technical skills while learning about sustainable solutions. It's not just about the code; it's about learning, having fun, and building lasting connections with like-minded individuals.

As we collaborate, create, and innovate, we believe this hackathon will set the foundation for a promising future, where technology works in harmony with the environment to solve some of the most pressing challenges of our time. Together, we will **grow, learn, and make a difference**, fostering a sense of community and shared purpose among young innovators who are ready to shape the future.

We are excited to see what the participants will create and how their innovative ideas will drive meaningful change. Join us as we build a brighter, more sustainable tomorrow—one idea at a time.

# Audience and Demographics

The **HackLumina Hackathon** will bring together **150 students** from across India, specifically targeting youth aged **18 and below**. Our participants will be passionate about technology, sustainability, and making a real impact on the world. While the event will focus on fostering creativity and problem-solving, it also aims to deepen participants' understanding of how technology can be leveraged to address environmental challenges.

The hackathon will feature a **wide-ranging audience**, with students from various backgrounds, including those with different levels of experience in coding, design, and sustainability. Participants will come from **various schools** across the country, bringing a diverse range of skills, perspectives, and ideas. This diversity will encourage collaboration, learning, and growth.

While the students are the primary participants, **mentors and facilitators** will provide essential support throughout the event. These experienced professionals will guide the teams, offer technical assistance, and help students navigate challenges, ensuring a smooth and enriching experience.

Given the event's theme and objectives, we expect the participants to be highly engaged and eager to explore innovative solutions that align with the Solarpunk vision. With a shared goal of shaping a sustainable future, this group of passionate students represents the next generation of thinkers, creators, and changemakers.

By supporting the **HackLumina Hackathon**, you will connect with a dynamic and motivated audience of young innovators, backed by a strong team of adult mentors, all working together to build a brighter, more sustainable tomorrow.

# Why you should sponsor us

Sponsoring the **HackLumina Hackathon** offers a unique opportunity to align your brand with a forward-thinking, youth-driven event that prioritizes innovation, sustainability, and technological progress. By partnering with us, you will gain visibility among a passionate, engaged audience of young innovators, educators, and industry professionals—all eager to make a meaningful impact on the world.

As a sponsor, you will receive extensive branding exposure through various platforms, including:

- **Social Media:** Your logo will be prominently featured on our social media pages, reaching a wide and diverse audience.
- **Posters & Banners:** Your brand will be displayed on event posters and banners, visible to all participants and attendees.
- **Website:** Your logo will be showcased on the [HackLumina website](#), ensuring your brand is associated with a cutting-edge event.

In addition to these visibility opportunities, we will provide all sponsors with an exclusive **gift package** as a token of our appreciation. This package will include curated items designed to celebrate your support and partnership with our event.

Your sponsorship will not only amplify your brand's presence but also showcase your commitment to supporting the next generation of innovators and sustainability advocates. Together, we can inspire young minds to create a future where technology and nature coexist.

# Sponsorship Tiers and Benefits

We are excited to offer several sponsorship tiers, each designed to provide your brand with a range of exposure and engagement opportunities. By supporting the **HackLumina Hackathon**, you will be aligning your organization with a forward-thinking event that celebrates creativity, sustainability, and innovation. Each sponsorship tier offers valuable benefits, designed to ensure your brand receives maximum visibility.

## 1. Bronze Sponsor – ₹25,000 to ₹50,000

- Logo placement on event **posters** and **banners**.
- Logo featured on the **HackLumina website**.
- Recognition on **social media platforms** (Instagram, Facebook, Twitter).
- **Special mention** in the event **opening ceremony**.
- **Gift package** with exclusive event memorabilia.
- Acknowledgment as a **Bronze Sponsor** in the event's promotional materials.

## 2. Silver Sponsor – ₹50,000 to ₹100,000

- All benefits from **Bronze Sponsor** tier, plus:
- Prominent logo placement on event **banners** and **stage**.
- Enhanced recognition on **social media platforms** (multiple posts across all channels).
- Featured logo on **workshop materials** and **challenge stations**.
- Speaking opportunity during the **opening ceremony** or a specific event session.
- **Gift package** with exclusive event memorabilia.

## 3. Gold Sponsor – ₹100,000 to ₹150,000

- All benefits from **Silver Sponsor** tier, plus:
- Dedicated **social media spotlight** (featured posts highlighting your support).
- Logo prominently featured on the **event's official website**, with a clickable link to your site.
- Exclusive branding opportunities at specific event areas, such as **workshops** or **presentation zones**.
- Exclusive sponsor of a specific **challenge or award**, with your branding featured during the ceremony.
- VIP access to the event, with the opportunity to engage directly with participants and mentors.
- **Gift package** with exclusive event memorabilia.
- Acknowledgment as a **Gold Sponsor** in all event materials, presentations, and communications.

- **Option to give a 2-3 minute speech** during the event.
- **Option to host a workshop**, showcasing your expertise and fostering interaction with participants.

#### **4. Platinum Sponsor – ₹200,000+**

- All benefits from Gold Sponsor tier, plus:
- **Top-tier logo placement** across all **event banners** and **posters**, including **main stage** and **entrance areas**.
- **Logo featured in event livestreams** and **recorded sessions**.
- **Prominent mention** as the **Platinum Sponsor** during the **opening and closing ceremonies**.
- **Exclusive media coverage** on social media platforms and our website, with a special **thank you post**.
- **Dedicated session or workshop sponsorship**, allowing you to showcase your expertise.
- **Prime placement** in event **email newsletters** and other direct communications with participants.
- **VIP experience** including access to **mentorship opportunities** and **networking sessions** with top participants.
- **Gift package** with exclusive event memorabilia.
- Acknowledgment as the **Platinum Sponsor** in all event materials, press releases, and communications.
- **Option to give a 2-3 minute speech** during the event.
- **Option to host a workshop**, engaging with participants directly and providing valuable insights.

These tiers have been structured to offer significant visibility across multiple touchpoints, ensuring your brand is prominently featured at every stage of the event. By partnering with HackLumina, you are investing in a future where innovation and sustainability go hand in hand, and we look forward to working with you to make this hackathon a memorable success.

# Hackathon Schedule

The **HackLumina Hackathon** is a dynamic, fast-paced event designed to inspire, collaborate, and create innovative solutions. Here is the schedule for our 2-day event, filled with exciting workshops, hack sessions, and opportunities to grow together.

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## Day 1 – [Date]

### 8:00 AM – 9:00 AM

#### Event Setup & Final Preparations

- Finalizing the venue, setting up stations, and preparing for participant arrival.

### 9:00 AM – 10:00 AM

#### Breakfast & Registration

- Participants and mentors check-in, receive their event kits, and enjoy a light breakfast.
- Networking opportunities for participants, sponsors, and mentors.

### 10:00 AM – 10:30 AM

#### Welcome & Introduction

- Official opening ceremony.
- Introduction to HackLumina, our theme (Solarpunk), and event goals.
- Overview of the event schedule, rules, and expectations.

### 10:30 AM – 11:00 AM

#### Team Formation & Icebreaker Activities

- Participants are split into teams based on interests and skill sets.
- Icebreaker games to encourage team bonding and collaboration.

### 11:00 AM – 12:30 PM

#### Workshop 1: Introduction to Solarpunk & Sustainable Technologies

- A deep dive into the Solarpunk vision and how technology can integrate with nature.
- Industry experts will share insights on the future of tech and sustainability.

### 12:30 PM – 1:30 PM

#### Lunch Break

### 1:30 PM – 3:00 PM

#### Workshop 2: Tools & Platforms for Hackathon Success

- Introduction to development tools, APIs, and platforms available for the hackathon.
- Practical demonstration of coding languages and software solutions participants can use.

**3:00 PM – 5:30 PM**

**Hackathon Coding Session**

- Teams start brainstorming and coding their projects.
- Mentors available to assist teams with technical guidance.

**5:30 PM – 6:00 PM**

**Evening Break & Snacks**

- Light refreshments and snacks available.

**6:00 PM – 7:00 PM**

**Hackathon Coding Session**

- Teams start to form a basic structure of their projects and start coding

**7:00 PM – 8:30 PM**

**Dinner**

**8:30 PM – 10:00 PM**

**Party Time**

- Participants get to listen to some music, dance and have fun
- Participants can play some games as well

**10:00 PM – Late**

- Participants can continue working late into the night on their projects.
  - Mentors will be available for support, and the venue will remain open for teams to collaborate and refine their solutions.
  - Refreshments will be provided to keep everyone energized.
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**Day 2 – [Date]**

**8:00 AM – 9:00 AM**

**Breakfast & Check-in**

- Light breakfast with an opportunity for teams to check in with mentors and refine their ideas.
- A perfect time for attendance as well.

**9:00 AM – 10:00 AM**

**Workshop 3: Design Thinking & Problem Solving for Sustainability**

- A hands-on workshop focused on creative problem-solving methods and design thinking principles.

- How to approach problems from a sustainable and tech-driven perspective.

**10:00 AM – 12:30 PM**

**Hackathon Coding Session Continues**

- Teams continue to work on their projects, with mentors circulating to provide support and feedback.

**12:30 PM – 1:30 PM**

**Lunch Break**

**1:30 PM – 3:30 PM**

**Final Push for Projects**

- Teams work on finalizing their solutions, presentations, and any last-minute tweaks to their prototypes.

**3:30 PM – 5:00 PM**

**Project Presentations & Judging**

- Teams present their projects to the panel of judges.
- Each team will have 5-7 minutes to pitch their idea and solution, followed by Q&A from the judges.

**5:00 PM – 6:00 PM**

**Closing Ceremony & Prize Distribution**

- Announcement of the winning teams.
- Award ceremony with trophies and recognition for top teams.

**6:00 PM – 7:00 PM**

**Farewell & Snack Box Distribution**

- Closing remarks from the HackLumina team.
- Networking opportunity to exchange ideas and celebrate the event's success.
- As participants leave, they will receive a **snack box** filled with treats for their journey home.

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This schedule ensures that participants have plenty of time to work, learn, and interact, while also offering meaningful networking opportunities and valuable workshops which are of course optional. The late-night work sessions give teams the flexibility to push forward with their projects, ensuring maximum productivity.

# Branding opportunities

As a sponsor of the **HackLumina Hackathon**, your organization will have exclusive opportunities to showcase your brand, engage with a passionate audience, and demonstrate your commitment to sustainability, technology, and innovation. We have designed several branding touchpoints across the event to ensure your brand stands out in front of our participants, mentors, and wider community. Below are the key branding opportunities available to our sponsors. These opportunities will be customized based on your chosen **sponsorship tier**, ensuring the level of exposure and engagement aligns with your investment.

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## 1. Event Website & Digital Presence

- **Logo Placement:** Your brand's logo will be prominently featured on the HackLumina website, which will be viewed by participants, mentors, and potential stakeholders.
- **Website Banner:** Dedicated banners showcasing your brand can be displayed on high-traffic event pages, including the homepage and sponsor page.
- **Social Media Exposure:** Regular mentions and promotional posts on all of HackLumina's social media platforms (Instagram, Facebook, Twitter, etc.), reaching a wide audience of tech enthusiasts, students, and industry professionals.
- **Email Newsletters:** Your logo and brand message will be included in event newsletters sent to all participants, mentors, and registered subscribers.

## 2. On-Site Branding

- **Event Banners & Posters:** Your brand will be featured on **banners, posters, and signage** strategically placed at key locations such as the main stage, breakout areas, and project presentation zones.
- **Branded Materials:** Your logo can be included on **event materials** such as **workshop handouts, participant kits, and lanyards**. This allows for repeated exposure during the event.
- **Branded Workshop Areas:** You can sponsor specific **workshops**, with your logo prominently displayed throughout the designated areas where sessions are held.
- **Branded Challenge Stations:** Sponsor specific **hackathon challenges**, with your branding incorporated into the challenge signage and materials.

## 3. Event Apparel & Merchandise

- **T-shirts & Apparel:** Your logo will appear on the **event T-shirts** worn by participants, mentors, and volunteers, ensuring ongoing visibility throughout the event.
- **Gift Bags & Event Kits:** Your brand's products or promotional materials can be included in **sponsor gift bags** and **event kits**, which will be given to all participants at check-in.

- **Custom Merchandise:** You can also provide custom merchandise, such as notebooks, pens, or tech gadgets, which will be distributed to participants during the event.

#### **4. Event Main Stage & Presentation Areas**

- **Logo on Main Stage:** Your logo will be displayed on the **main stage** backdrop during key moments, such as the **opening ceremony, panel discussions, and closing ceremony**.
- **Sponsor Branding on Presentation Screens:** During **team presentations**, your brand will be featured on the screen behind the teams, giving you visibility as each team pitches their ideas.

#### **5. Media Coverage & Press Releases**

- **Press Coverage:** Your sponsorship will be highlighted in **press releases** distributed before, during, and after the event. Your brand will be recognized in all media communications related to HackLumina, ensuring exposure through multiple media outlets.
- **Photography & Video Content:** Your brand will be included in **event photography** and **video content**. This content will be shared on social media platforms, the HackLumina website, and event recap videos.

#### **6. Speaking & Workshop Opportunities**

- **Keynote Speaking Opportunity:** As a **Gold or Platinum Sponsor**, you will have the exclusive opportunity to give a **2-3 minute speech** during the event, introducing your brand and sharing your expertise with the participants.
- **Workshop Hosting:** Gold and Platinum sponsors will also have the option to **host a workshop**, offering direct engagement with participants while sharing insights into sustainability, technology, and innovation. This allows you to connect with the audience on a deeper level.

#### **7. VIP Engagement**

- **VIP Access:** Sponsors will have VIP access to the event, including the opportunity to interact with high-performing participants, mentors, and industry leaders. This creates a unique space to build relationships and discuss potential future collaborations.
- **Sponsor Networking:** Exclusive **networking sessions** will allow you to meet with other sponsors, participants, and mentors to foster future partnerships and opportunities.

These branding opportunities will be **tailored to the sponsorship tier** you select, providing the level of visibility and engagement that aligns with your brand's goals. Whether you're looking for prominent exposure through event banners, social media shoutouts, or exclusive speaking and workshop opportunities, our customized branding options ensure your brand is showcased in a way that maximizes its impact throughout the event.

We look forward to partnering with you and showcasing your support for youth-driven innovation and sustainability.

# Partnering with us

At HackLumina, we believe collaboration drives innovation. By partnering with us, you'll help shape the future of technology and sustainability, creating a platform for young minds to contribute to global conversations and lead the way to a brighter tomorrow.

## Why Partner with HackLumina?

- **Empower the Next Generation:** Your support fosters youth-driven innovation, creating a space for participants to explore tech solutions that integrate nature, empowering the next wave of leaders.
- **Align with Innovation & Sustainability:** As a partner, you'll be associated with HackLumina's Solarpunk theme, combining technology and sustainability, and demonstrating your commitment to these critical areas.
- **Increase Brand Visibility:** Through branding, social media, and press coverage, your brand will gain exposure to a diverse audience of students, tech enthusiasts, and industry professionals, showing your support for innovation and environmental responsibility.
- **Networking & Engagement:** Partnering with us provides opportunities to connect with emerging talent, mentors, and industry leaders, fostering valuable relationships.
- **Make a Lasting Impact:** Your partnership helps fuel impactful projects, contributing to a sustainable future and creating long-term change.

## Partnership Opportunities

We offer flexible partnership options to meet your goals, ensuring you gain the branding, engagement, and networking exposure that suits your needs.

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Your involvement will play a key role in fostering the next wave of innovation and sustainability. Let's collaborate to make HackLumina a transformative experience. We look forward to working together to bring your organization into the heart of this event.

# Call to Action

## Join Us in Shaping the Future of Technology and Sustainability!

HackLumina is not just an event—it's an opportunity to be part of something bigger. Whether you're a sponsor, mentor, participant, or partner, your involvement will help pave the way for a brighter, more sustainable future where technology and nature coexist harmoniously.

- **Sponsors:** Partner with us and get your brand in front of an engaged, passionate audience. Together, we can make a lasting impact on the world's youth and inspire the next generation of innovators.
- **Mentors:** Share your expertise and guide the young minds of tomorrow. Your guidance will help these future leaders refine their ideas and bring their visions to life.
- **Participants:** Be a part of the revolution! Join HackLumina, collaborate with like-minded peers, and build creative solutions that shape a sustainable future. Your journey towards innovation starts here!

### Ready to be part of the change?

Get in touch with us today to discuss how you can contribute to HackLumina, whether through sponsorship, mentorship, or participation. Let's work together to create a future where technology and nature coexist for the betterment of all.

### Contact Us

Let's make the future bright—together!