

Wisconsin's Premier Hackathon



MadHacks

University of Wisconsin–Madison
November 10–11, 2018

sponsorship@madhacks.io

We are MadHacks!

We are a student-run organization that aims to bring together software developers, hardware engineers, and graphic designers for a special weekend of making the impossible possible! We provide our hackers an opportunity to push their boundaries, cultivate their curiosity, and challenge the status quo.

A hackathon is a weekend invention marathon for students to collaboratively build a software or hardware project, commonly known as the “hack.” Attendees pitch ideas, organize teams, and spend 24–36 hours building functioning prototypes to compete for thousands of dollars in prizes.

On November 10th, 2018, students from across the United States and Canada will travel to the University of Wisconsin–Madison for 24 hours of building technology that has the potential to make a difference in the world!

PAST ATTENDEES

University of Wisconsin-Madison
Carnegie Mellon University
DePaul University
Iowa State University
John Hopkins University
New York University
Purdue University
University of Chicago
University of Illinois at Urbana-Champaign
University of Michigan
University of Minnesota - Twin Cities
University of Toronto
University of Waterloo



RECRUITMENT

RESUMES & PROFILES

Have access to resumes, GitHub repositories, and LinkedIn profiles of some of the most competitive students in the tech industry.

RECRUITERS

Send recruiters to talk directly to our participants about summer internships or full-time jobs at our mini career fair before and throughout the event

WATCH PROJECT DEVELOPMENT

Observe the ultimate “behavioral interview.” You will see how participants function in a high-pressure project delivery environment.

ON-SITE INTERVIEWS

Conduct on-site interviews with hackers in a private room to find the person who is the best fit for your company.

CONNECTION

JUDGE PROJECTS

Send members from your team to judge the hackers’ innovations at our expo and offer advice for future projects.

SPONSOR PRIZES

Sponsor a specific prize that encourages hackers to use your platform or inspires them to build a solution to a problem that you are passionate about.

TECH TALK

Host a tech talk or other activities to promote your organization and give students a glimpse into your company.

MENTORSHIP

Send mentors to assist our participants in using your company’s API or platform.

BRAND MARKETING

INTRODUCE YOURSELVES

Showcase your company and product to over 250 technology influencers, innovators, and early adopters.

BRAND RECOGNITION

Send promotional materials (stickers, t-shirts, water bottles, etc.) to build brand recognition.

“I felt very unconfident in my abilities when first going into MadHacks, but by the time it was done, I couldn’t wait for the next one. We created a project that I’ve been able to talk about for months.”

– Hunter Harding, MadHacks Mini 2018

SPONSOR TIERS



Parmesan

Gouda

Cheddar

GENERAL

Send Hardware	●	●	●
Send Mentors	●	●	●
Tech Talk	30 min	45 min	60 min (or 2 for 30 min)
Opening Ceremony		2 min	5 min
Sponsor a company-specific prize		●	●
API / Project Demo at Opening Ceremony			●
Send a judge for final round demo			●

RECRUITMENT

Send Recruitment Materials	●	●	●
Recruitment Table at MadHacks Career Fair		●	●
Resume / GitHub / LinkedIn		Attendees Only, Post Event	All Applicants, Pre-Event
Send Recruiters		●	●
Private Room for onsite interview			●

PROMOTION

Swag in Bag	●	●	●
Logo on Website	Small	Medium	Large
Logo on T-Shirt	Small	Medium	Large
Social Media Blast		1	3
Sponsor an activity			●
Sponsor a dinner			●

\$2000

\$4000

\$7000

Additional customization is available to match your marketing objectives. If you are interested in becoming our title sponsor, i.e. co-hosting the event, (Madhacks + You), please email us at sponsorship@madhacks.io. Please contact us with any questions, and more information about the event schedule can be found at madhacks.io in the weeks prior to the hackathon.