



HACK/>> OFF

v3.0



about HACK/>> v3.0 OFF

Hackoff is the acclaimed hackathon conducted by IET-VIT, and is one of the first and few member hacks of MLH. **Hackoff, in collaboration with MLH, is one of the biggest hackathons of 2020 in the APAC region..** Hack-Off provides students with a platform to provide technical solutions to problems plaguing the industry, giving them a chance to express and evolve their skills and abilities.

12TH-13TH
DEC

24-hour full-steam-ahead event will challenge participants to learn, think out of the box and push the limits on what they can build using technology

Hackoff, being one of the biggest hackathons in the APAC region, is expected to invite over 5000 applicants in its third edition, who will be submitting their individual ideas, from amongst which **500 participants** will be shortlisted, and will be given the opportunity to turn their ideas into complete prototypes in 24 hours. To help them through the process, industry experts will be readily available to mentor them. After periodic reviews and due consideration, the best projects will be handpicked by the judges for the final round, which involves a presentation as well as showcasing of their prototypes by the participants. Students will have a chance to showcase their innovation to investors and experts alike from **MLH, GE Healthcare, Persistence**, and more, not to mention gaining exposure from an international community such as Major League Hacking and their coaches.

about IET-VIT

The Institution of Engineering and Technology, is a multidisciplinary professional engineering institution based in UK, who is a world leader in inspiring, informing and influencing the global engineering and technology community to engineer a better world. Aiming towards bringing technology to the masses through technical education and awareness thus working on solving technical problems that matter. IET-VIT is a student chapter affiliated with IET and carries out its mission of widespread awareness and education of emerging technologies in Vellore and beyond through workshops, conferences and competitions like Hack Off.

about VIT

Vellore Institute of Technology is one of the largest institutes in India, which was established in order to provide quality education on par with international standards. It is a recipient of many awards, has been conferred the prestigious 'Institution of Eminence' title by the government of India, recognised and accredited by organisations like NIRF and MHRD. VIT is a place where change makers and innovators are heavily encouraged and provided with opportunities to hone their talents. With over 40000 students, 1500 academic staff and a cosmopolitan environment, there is an immense amount of potential to mark your presence.

reach of IET-VIT

IETconnect

The Benevolent Fund of
IET since 1880

The most definite research abstract
database with over 17 million records

IET Inspec

E&T

The award-winning monthly magazine
with a circulation of approx. 140,000

The broadcasting service of IET
with over 150,000 members

IET.tv

IET YPEC

A dynamic platform for young engineers
to exhibit their engineering projects

Present in more than
160 countries



More than 168,000 members
from all around the globe

More than 100,000 followers
on social media



More than 200,000 readers
of the IET publications

More than 150,000 followers
of broadcasting services



Why SPONSOR us?

1. Wide, diverse, talented audience.

You'll be given the opportunity to interact with enthusiastic students who are eager to learn and observe first-hand the ideation and problem-solving skills of the young generation.

Being an international event, talented participants from all over will be coming to test their skills. Hack-Off can provide you with a pool of talent for you to find your next innovative employee.

With over **5000 registrations** from around the country and **500+** shortlisted participants, prizes worth **3.5 lakhs** awaited the winners of HackOffv2.0, thanks in large to our stellar sponsors.

2. Publicize your brand Brand awareness and product utilization are also perks of sponsoring HackOff .

- Including company logo on banners and as a title sponsor
- Distribution of publicity materials to participants
- Featuring the company logo on our promotional material.
- Publicity on IET-VIT **official social media** handles which have a reach of nearly **40,000 students** in the Vellore Campus of VIT alone.
- Encouraging Participants to utilize your products during the hack with incentives.

3. Explore new customer spaces Tapping into new markets among students and faculty alike and advertising your stellar products to them are possible with the help of our platform.

- Marketing to potential customers who are yet to hear of your products.
- Providing students an opportunity to test out your products.

4. Set the problem statements and obtain different perspectives and solutions

- Sponsors will also be given the opportunity to set the problem statements and obtain different perspectives and solutions.
- Problem statements can be current problems the company faces and need fresh minds to solve them.
- Participants can also be asked to use your services to do so as well.

sponsorship BENEFITS

SPONSORSHIP	GOLD	SILVER	BRONZE
Promotion of Company on all materials given	✓	✓	✓
Company will be featured on our website	✓	✓	✓
Product Marketing including distribution of goodies	✓	✓	✓
Keynote speaker status and option for tech	✓	✓	
Online publicity and playing the promotional video at all screens across VIT including radio ads on VIT Community radio	✓		
Company will be featured as "Powered By" in our mail logo everywhere	✓		

MEDIA SPONSORSHIP

The website will advertise the company /firm as the official media partners for the event.

The company/ firm will reserve official coverage rights to Hack-Off'20.

All publicity materials including banners, flyers, posters will include the company's name as the official media partner.

Our previous PARTNERS



contact DETAILS

RUSHANK SAVANT +91 9003517181

DAKSH KHULLAR +91 9819997339

PRAGATI MEHRA +91 8360276731



support@hackoff.tech

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