

nwHacks

the **largest** hackathon in Pacific North West

Northwest Hacks (nwHacks) is a semi-annual hackathon held at the University of British Columbia, and is planned to be the largest hackathon in the Pacific Northwest Region (including US and Canada). The event will host some of the best hackers and developers from across the continent and beyond to create mobile, web and hardware hacks for 36 hours.

nwHacks 2014 is scheduled to be on November 21-23rd weekend. We are expecting 400 students to attend our event from multiple universities across North America for awesome hardware prizes like Oculus Rifts and Leap Motion controllers in addition to a 5000\$ grand prize. Hackcouver is the *biggest* hackathon in the Pacific Northwest region, home to companies like Microsoft and Amazon. With untapped talent from Seattle, Vancouver, and beyond, nwHacks has huge potential for companies looking to recruit the top talent from the top schools. Compared with traditional recruitment strategies, sponsoring a hackathon represents a high value and low cost way to secure talent for your company. Many companies have found some of their best employees through local hackathons.

Hackathons also provide sponsors the opportunity to get real feedback on their products by developers who use them. Sponsors can demo their API in front of hackers, generating publicity for their company and API and growing developer awareness of their products.

Getting the most out of nwHacks as a Sponsor:

1. Send company schwag - stickers, tshirts, water bottles etc

Sending branded schwag is a great way for sponsors to promote their company brand through passive advertising. Hackers *love schwag* so the more you bring the more successful your sponsorship will be!

2. Send company engineers

Sending engineers is a surefire way to connect hackers with your company. Sending technical employees to explain what they do and how their product works will definately get the attention of the best hackers at nwHacks. This is a great way for sponsors to connect with your audience and increase your recruitment/promotion potential!

3. Bring your companies API/Product to demo

Demoing your API is one surefire way to get real eyeballs in front of your product. Many companies who have sponsored hackathons in the past have expanded their API use through API demos. This is also a

great way to get invaluable evaluation of your product at the alpha stage, from some of the top hackers in Canada and the US.

SPONSORSHIP LEVELS

Tier	Friend	Mega	Giga	Tera	Title Sponsor
Sponsor Amount	1000	3000	5000	8000	18000
Send Mentors	Y	Y	Y	Y	Y
API/Product as Prize	Y	Y	Y	Y	Y
Logo on website	Y	Y	Y	Y	Y
Keynote		Y	Y	Y	Y
API Demo	Y	Y	Y	Y	Y
Logo on Tshirt			Y	Y	Y
Sponsor Booth			Y	Y	Y
Recruiting Handouts			Y	Y	Y
Resumes and contact info			Y	Y	Y
Recruiters at event				2	3
Company Banners/Logos at Venue				Y	Y

Sponsored activities at venue (e.g. company corner and raffle)				Y	Y
nwHacks, coshospited by [your company] on all website, marketing materials and schwag	Contact Us	Contact Us	Contact Us	Contact Us	Contact Us