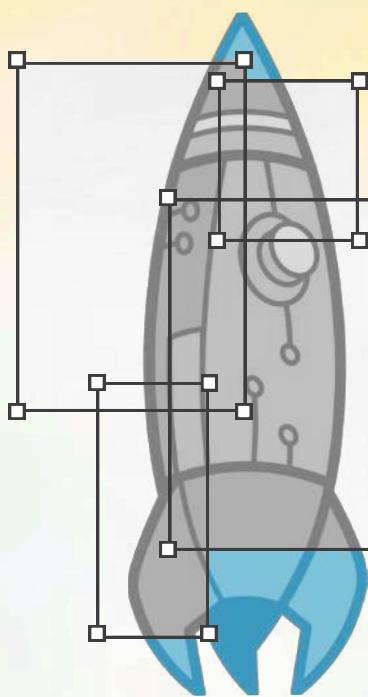
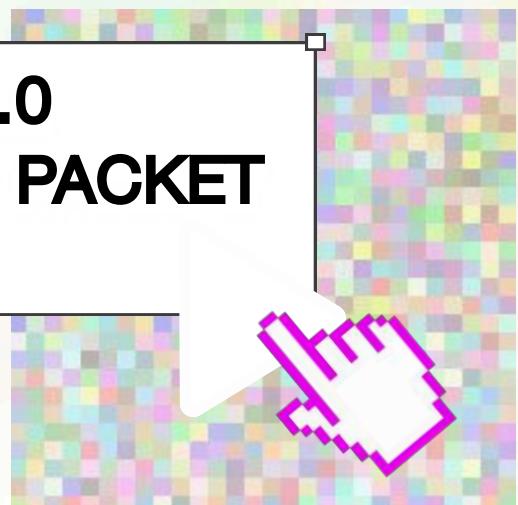


Your guide to making a mark at the
world's largest collegiate hackathon.



CAL HACKS 12.0 SPONSORSHIP PACKET

October 24-26, 2025



Payments are directed to the Cal Hacks Foundation,
a registered 501(c)(3) non-profit

Package Perks

Bronze	Silver	Golden Bear	Anchor
\$10K	\$20K	\$30K	\$50K

Recruiting

Sponsor booth	Regular	Regular	1x	3x
Resume book				
Coffee chats				
Pre-event workshop				

Marketing

Logos on website and banners			
Social media promotion			
Dedicated slack channel			
General Email blast			
Dedicated Email blast			
Co-host an activity or networking event			
Opening ceremony stage time	1 min	3 min	10 min

Technology

Host a tech prize	●	●	●
Hacker Starter Pack on Website	●	●	●
Host API workshop	●	●	●
Present prize on stage	●	●	●

Co-Host Package Special Benefits

Top-level branding at launch and beyond	
Opening or Closing Keynote	
Name a room or area at the event	

Add-ons

Sponsor an activity	ASK
Sponsor a snack/meal	ASK

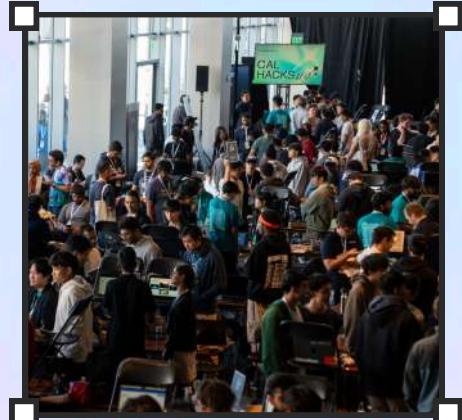


Cal Hacks 12.0

San Francisco • October 24-26, 2025

Join thousands of students at Berkeley and beyond

Cal Hacks attracts thousands of the world's most talented student developers every year. At Cal Hacks, projects push boundaries in every industry, from AI to Web3 to Healthcare and more. You'll have a unique opportunity to work with and inspire the top future founders, engineers, and designers.



What is a Hackathon?

A hackathon is an event where students develop technical projects in a collaborative environment. Students begin with an idea and complete a project over the course of 36 hours.

Why Sponsor Cal Hacks?

- Connect with a diverse group of thousands of high-achieving students who have shipped their projects to thousands of people, founded Y Combinator startups, and conducted groundbreaking research.
- Work with students as they solve real problems with tight deadlines, allowing you to properly assess and access a talented pool of potential new grad hires and intern candidates.
- Highlight your APIs and technology through workshops and promote innovative projects with prizes.

Last year, we supported...

3000+ hackers

50+ majors

300 universities

15+ countries

1200+ beginner hackers

1000+ female, non-binary, and gender-queer hackers

Testimonials

Some of our previous sponsors' experiences at Cal Hacks:

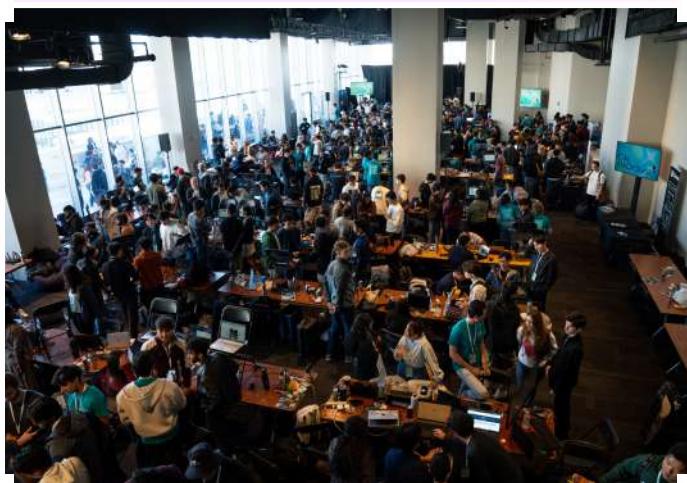
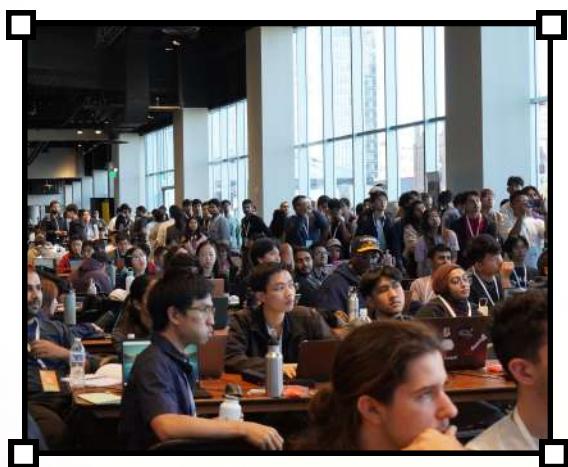


"Partnering with Cal Hacks is always a pleasure. Their **meticulous planning** and on-site support let builders stay laser-focused on shipping great projects, and the **caliber of talent** they attract is exceptional - we've even hired interns we first met at their events. If you want a smooth, **high-impact** hackathon experience, Cal Hacks delivers."

- Groq, 11.0 Sponsor

"CalHacks attracts hackers and As a loyal sponsor since CalHacks 2.0, I would not miss this event in the world to attract and recruit talents and put any of my companies' technology to its critical tests for hackers to break them. Imagine the amount of money you can save from your engineering cost. Do not miss this event!"

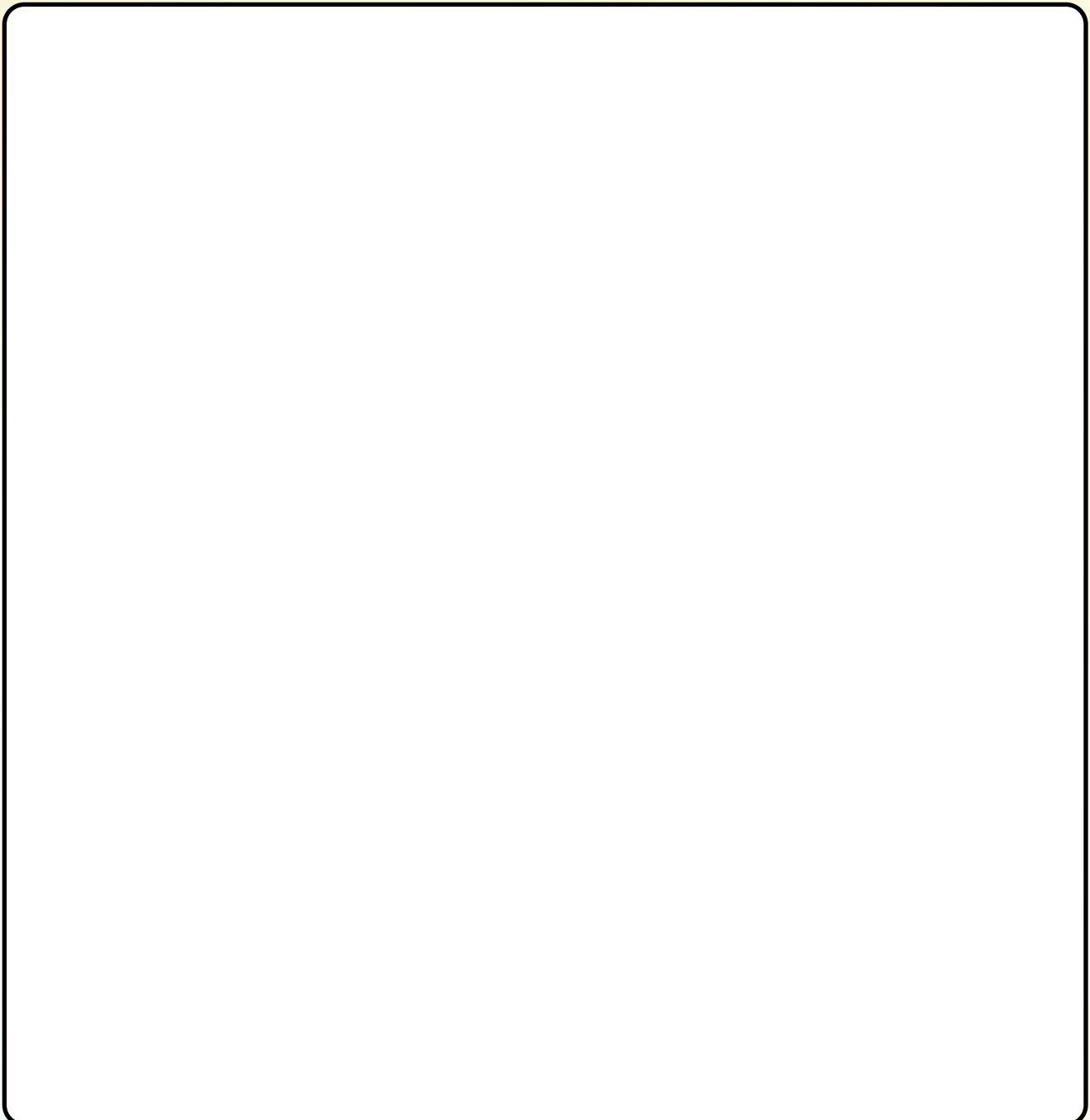
- Zapp Health, 10.0 Sponsor



"Cal Hacks 6.0 blew me away... We were impressed by both the **ambition** and **creativity** demonstrated at Cal Hacks. We wish we could have given all of our integrations an award."

- DocuSign, 6.0 Sponsor

Past Partners



Connect with our sponsorship team

Whatever your needs may be, we're here to help. We're here to help you as you make your mark at the world's largest collegiate hackathon. Just reach out, and we're always happy to chat with you!

 sponsorship@hackberkeley.org

 hackberkeley.org

