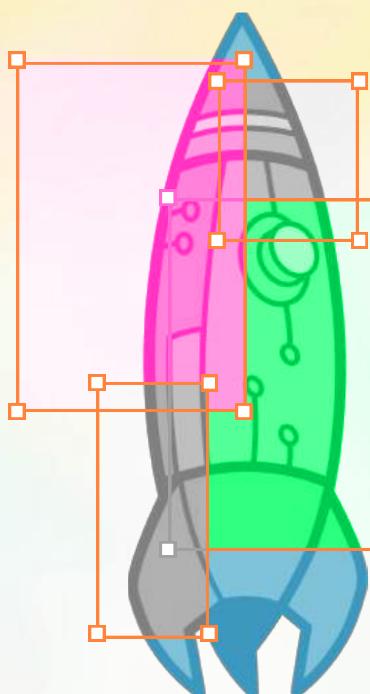
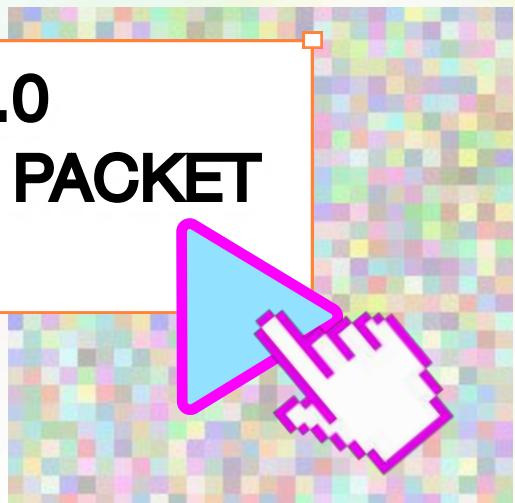


Your guide to making a mark at the
world's largest collegiate hackathon.



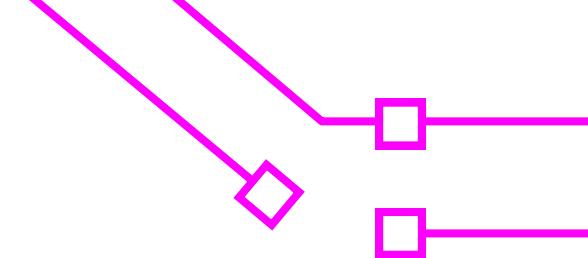
CAL HACKS 12.0 SPONSORSHIP PACKET

October 24-26, 2025



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

Package Perks



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

Meet the Best 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:

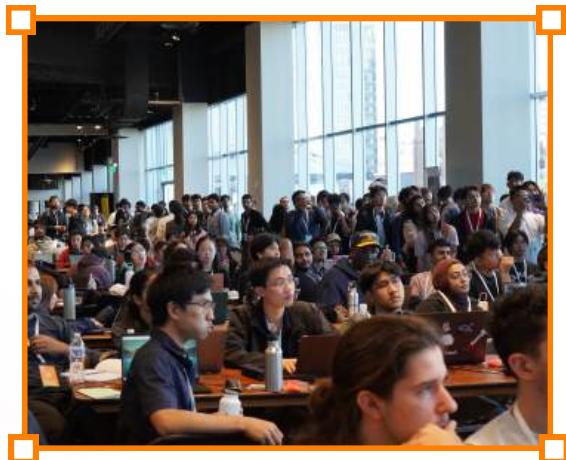


"Partnering with Cal Hacks is always a pleasure. Their **meticulous planning** and on-site support let builders stay laser-focused on shipping great projects, and the **caliber of talent** they attract is exceptional - we've even hired interns we first met at their events. If you want a smooth, **high-impact**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

- Groq, 11.0 Sponsor

"CalHacks attracts **top-talent** hackers and **future leaders and unicorns**. 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!"

- Zepp Health, 10.0 Sponsor



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

- DocuSign, 6.0 Sponsor

Past Partners

ANTHROPIC  Google Cloud  CITADEL

 AVALANCHE

 InterSystems®
Creative data technology

 OpenAI

 polygon

BlackRock®

 SingleStore™

 intuit

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RDI

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Berkeley SKYDECK

 IMC

 APTS



The House Fund

 ripple

 wayfair®

 DE Shaw & Co



Cartesia

 SteelPerlot

 DigitalOcean

 Snap AR

 Lambda



Sonr

 groq™

 VAPI

 HRT

 ELUV.IO

 CockroachDB

 Pi Network





 Everlaw

 PwC

 ZEPPOS

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