



SPONSORSHIP PACKAGE  
2017

# WHAT IS NWHACKS?

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nwHacks (Northwest Hacks) is an annual hackathon held at the University of British Columbia, and shaping up to be the premiere community event for young hackers and engineers in the Pacific Northwest Region (including the US and Canada). The event will host some of the best up-and-coming engineers and developers from across the continent and beyond to create mobile, web, and hardware hacks for 24 hours. Bringing in students from around the region, nwHacks is committed to encouraging and kickstarting a culture of innovation, entrepreneurship and community among future hackers of the region. nwHacks seeks to keep innovation in the area through the hackathon and providing a welcoming and supportive environment to allow everyone to realize their dreams and develop their skills.

**600+**  
**HACKERS**

**24**  
**HOURS**

**\$5,000**  
**IN PRIZES**

## WHEN AND WHERE?

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nwHacks 2017 is scheduled to take place in late January 2017 on the University of British Columbia campus. We are expecting 600 students to send our event from multiple universities across North America.

## WHY SPONSOR?

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With untapped talent from Seattle, Vancouver, and beyond, nwHacks has huge potential for companies looking to recruit top talent from top schools. Compared to 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 hackathons. Hackathons provide sponsors the opportunity to get real feedback on their products by developers who use them. Sponsors can demo their API in front of participants, generating publicity for themselves and growing developer awareness of their products and services.

Interested in sponsoring nwHacks?  
E-mail us at [sponsorship@startupstorm.org](mailto:sponsorship@startupstorm.org)  
we'd love to hear from you!

# SPONSORSHIP DETAILS

## SEND COMPANY SWAG

Sending branded stickers, t-shirts, water bottles, etc., is a great way for sponsors to promote their company brand through passive advertising. Hackers love swag, so the more you bring, the more successful your sponsorship will be!

## SEND 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 is sure to get the attention of the best hackers at nwHacks. This is a great way for you to connect with your audience and increase your recruitment/promotion potential!

## BRING YOUR API OR PRODUCT

You can get real eyeballs in front of your product with a sweet demo. 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 a critical evaluation of your product at the alpha stage, from some of the top hackers in Canada and the US.

	MICRO	KILO	MEGA	GIGA	TERA
Sponsor Amount (USD)	Please Contact Us	\$3,000	\$5,000	\$8,000	\$12,000

Logo on website		Yes	Yes	Yes	Yes
Swag in swag bags			Yes	Yes	Yes
Sponsored activities at venue				Yes	Yes
Retweet responders during day of event			Yes	Yes	Yes

Distribute recruiting material		Yes	Yes	Yes	Yes
Access to attendees' Github, resumes, LinkedIn			Post	Pre	Pre
Access to all application profiles post-hackathon					Yes
Recruiters at nwHacks			1	2	3

Mentors/engineers at nwHacks		Yes	Yes	Yes	Yes
Sponsor booth			Yes	Yes	Yes
Speak at opening ceremony			15 seconds	30 seconds	1 minute
Workshop			✓	✓	✓
"Would you work for me" option in application					Yes
Blurb in welcome booklet + website					Yes

Highest bidder will have "sponsored by..." beside every nwHacks logo. The bidding starts at \$20,000 USD.

All sponsorship contributions will be placed into the running of nwHacks.