OpenCodes Hackathon
Sponsorship Handbook

24 - 25th of March 2018
ZKM – Zentrum für Kunst und Medien

Hack & Söhne

About the Event

With around 200 participants, the OpenCodes Hackathon is the largest student-run hackathon in Germany and thus one of the largest events of its kind in Europe.

There are many things that distinguish us from others, but the most notable is our close collaboration with the ZKM, a museum which the New York Times dubbed as "an institution that has no exact parallel in the world and not even a recognizable echo in America". Together with the ZKM, the OpenCodes Hackathon offers an unprecedented combination of technology and creativity. We bring designers and artists together with computer scientists and engineers to create truly ingenious projects.

The OpenCodes Hackathon will be held for two days as part of Open Codes - Living in Digital Worlds, an exceptional tech exhibit by the ZKM. Surrounded by impressive works of art and astonished museum visitors, the general public will have an unprecedented opportunity to experience a hackathon in person. It will give those who dare a small glimpse into the world of digital transformation, a world that changes our lives every day.

Hack & Söhne is part of talKIT, the largest student organized technology forum in the German-speaking countries. This means that we can draw on eight years of experience in the area of project management. We know how to successfully organize large events.

Why sponsor?

- Receive access to untapped talent in the German hacker community.
- Demo your API's and products to 200 hundred eager student developers.
- Get realtime feedback on your company's tech and products.
- Gain brand recognition and build positive perception for your brand.
- Send mentors to interact with and assist hackers in integrating your API or technology into their products.

How to get the most our of your Sponsorship.

- Bring company engineers and mentors - bringing mentors and engineers is a great way to establish personal connections with the participants and provide help with API's or other company technologies.
- Send Company Swag - easily builds and establishes brand recognition among participants.
- Demo your API - allow attendees to easily integrate your technology in their projects.

Sponsorship Levels

Hack & Söhne

	unlimited **Basic** 1.500€	limited **Premium** 4.000€	exclusive **Platinum** 15.000€
Event			
Jobwall postings	🟢 1	🟢 2	🟢 5
Booth at Event		🟢	🟢
Send Jury Member			🟢
1st prize in Main Category			🟢
2nd / 3rd prize in Main Category		🟠	🟠
Advertising			
Business Swag	🟢	🟢	🟢
Logo in Web and Print	🟢	🟢	🟢
Logo on the Shirts		🟢	🟢
Dominant Logo everywhere			🟢
Catering - exclusive			
Breakfast		🟠	🟢
Lunch		🟠	🟠
Dinner Buffet		🟠	🟠
Midnight Snack		🟠	🟠
Drinks		🟠	🟠
Extras			
Your own Category		🟠	🟠
Demo a Product		🟠	🟠

Legende:　🟠 additionally bookable　　🟢 inclusive　　prices exclude VAT

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The Sponsoring explained ...

Below you can find a brief explanation of every part that make up our tiers. If you have any questions, or are looking for a custom tailored offer, please feel free to contact us.

Jobwall	Put your job offers on our dedicated jobwall to tell participants about the opportunities at your company.
Booth at Event	Show presence at the event with your own individually customizable info booth. The platinum sponsor will get the best slot, right at the entry.
Member of Jury	One of seven jury members is reserved for the platinum sponsor. This way you can influence the outcome of the hackathon!
Business Swag	Place your own merchandise articles, stickers, flyers or whatever in our welcome bag. Every participant will receive one when they arrive.
Advertising	We will show your logo across all advertising channels before and throughout our event. Among these are of course, our website, Facebook, flyers and more.

Prizes
additionally bookable

If you sponsor a prize your company will be connected unmistakably with that prize, and the winners as well as everyone else will keep you in good memory.

2nd prize in the main category	1000 €
3rd prize in the main category	500 €

Catering - exclusive
additionally bookable

Hard work needs fueling! The participants are hungry and are looking forward to some delicious food and drinks. This is your chance impress everyone through our choice of excellent catering. Sponsor a meal and whenever someone grabs some food, they will know it is you who makes it possible.

Breakfast or Lunch	1000 €
Dinner buffet	1500 €
Midnight Snack	500 €
Drinks :	1000 €

... and more explanation

Your own Category
additionally bookable

Do you have any problems you want solved, or APIs you want tested?
No problem, offer your own challenge or set of guidelines by creating
a separate category just for yourself. You alone are responsible for the
assessment of the projects submitted in this category and you can decide
who will take home the prize.

Demo a Product
additionally bookable

You have something to show off? Something that would be useful to the
participants of the hackathon?
Demo your product and show everyone how cool it is! There is no better
way to advertise, test and get feedback on your product than to have peo-
ple use it right there on site.

prices exclude VAT