CITIZEN HACKS

Sponsorship Package

Contact us at:
sponsor@citizenhacks.com
citizenhacks.com

About Citizen Hacks

Citizen Hacks is a youth-run privacy-themed hackathon taking place on January 11-13, 2019. The central question we explore is "How can we build a digital future that protects everyone's privacy?" Our keynote speaker will be Dr. Ann Cavoukian, former privacy commissioner of Ontario and director of the Privacy by Design Centre of Excellence at Ryerson.

According to the Electronic Frontier Foundation, while new technologies are radically advancing our freedoms, they are also enabling unparalleled invasions of privacy. Ethical technology has never been in greater demand.

To meet this challenge, we created Citizen Hacks. It's an opportunity for the next generation of innovators and developers to learn how to create technology that respects and promotes everyone's digital rights. Our hope is that both convenience and privacy will become key, standard features of all products in the future.

What is a hackathon?

A hackathon is an event where participants use their knowledge and skills to create, develop, design, and pitch a solution to a particular problem over 36 hours. They're open not just to programmers and engineers, but to anyone who's interested in working together to find answers to the world's most pressing problems.

Why Sponsor?

Your support will give students an invaluable opportunity to learn about developing ethical technology. But what do you get out of this sponsorship? Here are three reasons why you should sponsor Citizen Hacks:

Recruiting

Hackathons are known for attracting bright, motivated individuals with excellent technical skills. Because of its focus on ethics, Citizen Hacks will give you the unique opportunity to meet and recruit top talents who also care about integrity and are passionate about creating technology that benefits society.

Brand Recognition

Consumers are becoming increasingly aware of the integral role their personal data plays in the digital economy and starting to demand change. Supporting Citizen Hacks will show to potential customers—both at the hackathon and beyond—that your brand values their privacy, takes part in cultivating the next generation of ethical innovators, and helps to promote a more ethical digital society.

Product Feedback

Citizen Hacks provides a platform for many aspects of your product to be tested out on potential clients in real-time. Hackathons are filled with developers who are eager to learn about and use your product, giving you the opportunity to receive valuable feedback. At Citizen Hacks, this feedback extends all the way to the privacy-related side of your product, whether this means policy or documentation changes, technical improvements, or anything else! You can even sponsor a prize that will encourage increased use of your product at the event.

Sponsor Perks

General	Startup	Bronze	Silver	Gold
	Contact us	$1K*	$2.5K	$5K
Send company reps / mentors		4	8	12
Shout out at opening ceremony		■	■	■
Presentation at opening ceremony			1 min	2 min
API distribution			■	■
Sponsored prize			■	■
Company rep on judging panel			1	2
Host special event / workshop				■

Recruiting

	Startup	Bronze	Silver	Gold
Dedicated Slack channel	■	■	■	■
Recruiters on-site		1	2	4
Distribute recruiting materials			■	■
Receive student resumés**				■

Marketing

	Startup	Bronze	Silver	Gold
Distribute swag	■	■	■	■
Logo on Citizen Hacks website	■	■	■	■
Social media promotion	Startups summary	Mention	Full post	Custom post
Sponsor table		1	1	2
Swag in welcome bags			■	■
Company banner at entrance				■

*All prices are in USD and are negotiable.

**Resumé submission is opt-in, available only after the student's application has been accepted.