

# MADHACKS

# PROSPECTUS

[WWW.MADHACKS.ORG](http://WWW.MADHACKS.ORG)

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## WHAT IS MADHACKS?

MadHacks is UW-Madison's national hackathon. As a computer science and engineering event, we will attract **600 talented students** from across the country to develop software and hardware projects over the course of a weekend. Our event will be held on the UW-Madison campus during **October 2016**.

## WHAT IS OUR MISSION?

We aim to create a welcoming space for hackers and sponsors, whether they are just entering the hackathon scene or they are in-tune with hackathon culture. We focus on creating a collaborative environment where attendees interact with sponsors and mentors.

## WHY SHOULD YOU SPONSOR?

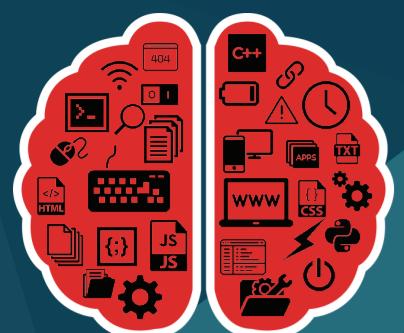
Hackathons are great for recruiting individuals who develop their skills outside the classroom. Additionally, they are an opportunity to increase brand recognition and awareness of your products.

## INTERESTED?

We invite you to check the sponsorship tiers on the next page and contact us with any questions.

**WE HOPE TO SEE YOU  
AT MADHACKS!**





**LOVELACE**  
**\$2,000**

**BABBAGE**  
**\$4,000**

**TURING**  
**\$7,500**

**HOPPER**  
**\$10,000**

<ul style="list-style-type: none"><li>-Mentors</li><li>-Opening Ceremony time (2 min)</li><li>-Table</li></ul>	<ul style="list-style-type: none"><li>-Mentors</li><li>-Opening Ceremony time (3 min)</li><li>-Table</li><li><b>-Tech Talk (30 min)</b></li></ul>	<ul style="list-style-type: none"><li>-Mentors</li><li>-Opening Ceremony time (4 min)</li><li>-Table</li><li>-Tech Talk (30 min)</li></ul>	<ul style="list-style-type: none"><li>-Mentors</li><li>-Opening Ceremony time (5 min)</li><li>-Table</li><li><b>-Tech Talk (60 min OR 2 at 30 min)</b></li></ul>
<ul style="list-style-type: none"><li>-Recruiting material (at table)</li></ul>	<ul style="list-style-type: none"><li>-Recruiting material <b>(at table AND in swag bag)</b></li><li>-Recruiters on site</li><li><b>-Resume access (attendees only)</b></li></ul>	<ul style="list-style-type: none"><li>-Recruiting material (at table AND in swag bag)</li><li>-Recruiters on site</li><li>-Resume access (attendees only)</li><li><b>-Interviews on site</b></li></ul>	<ul style="list-style-type: none"><li>-Recruiting material (at table AND in swag bag)</li><li>-Recruiters on site</li><li>-Resume access <b>(everyone)</b></li><li>-Interviews on site</li></ul>
<ul style="list-style-type: none"><li>-Promotional material</li><li>-Logo on website</li><li>-Logo on MadHacks shirt</li><li>-Promotional material in swagbag</li><li>-Social media</li></ul>	<ul style="list-style-type: none"><li>-Promotional material</li><li>-Logo on website</li><li>-Logo on MadHacks shirt</li><li>-Promotional material in swagbag <b>(1 item)</b></li><li>-Social media</li><li><b>-Sponsor an activity</b></li><li><b>-Sponsor a meal</b></li><li><b>-Sponsor a prize</b></li></ul>	<ul style="list-style-type: none"><li>-Promotional material</li><li>-Logo on website</li><li>-Logo on MadHacks shirt</li><li>-Promotional material in swagbag <b>(2 items)</b></li><li>-Social media</li><li><b>-Sponsor an activity</b></li><li><b>-Sponsor a meal</b></li><li><b>-Sponsor a prize</b></li></ul>	<ul style="list-style-type: none"><li>-Promotional material</li><li>-Logo on website</li><li>-Logo on MadHacks shirt</li><li>-Promotional material in swagbag <b>(3 items)</b></li><li>-Social media</li><li><b>-Sponsor an activity</b></li><li><b>-Sponsor a meal</b></li><li><b>-Sponsor a prize</b></li><li><b>-Cohost ("MadHacks + You," at a minimum of \$25,000)</b></li></ul>