



Hack the North

# Sponsorship Package



January 15–17, 2021

**NEW**



University of Waterloo



[hackthenorth.com](https://hackthenorth.com)

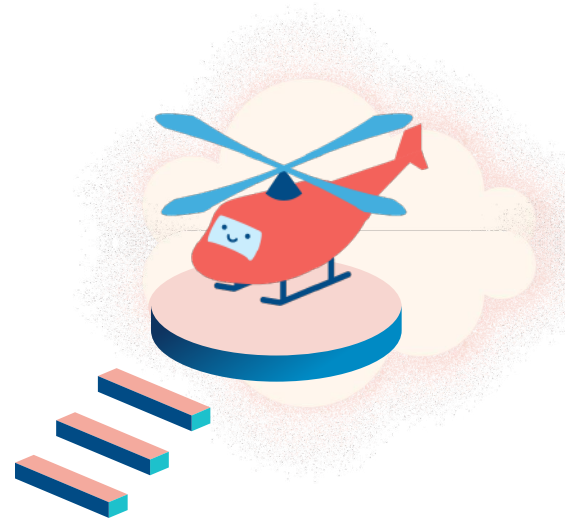


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# About Hack the North



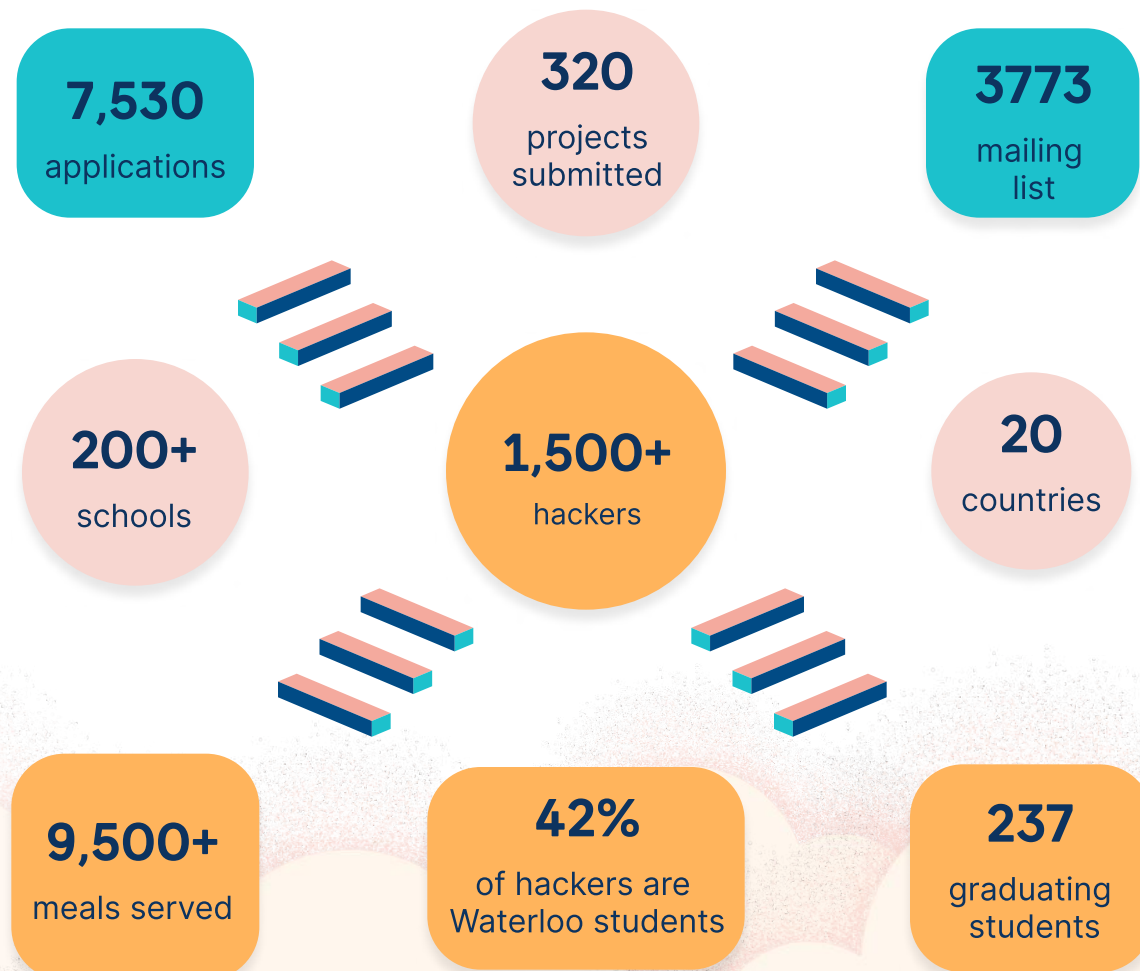
Hack the North is Canada's biggest hackathon! Passionate and talented minds are brought together at the centre of Canada's largest technology hub at the University of Waterloo. In just 36 hours, they build something incredible. Our sponsors make it possible for hackers to turn their ideas into a reality.



## Demographics at Hack the North



Statistics from 2019



# About Hack the North



*When I look around this room, I see quick learners, creative thinkers, and natural risk takers who are not only the leaders of tomorrow, but the leaders of today.*



**Justin Trudeau**  
Hack the North 2017



**Jack Dorsey**  
Hack the North 2019



**CANSOFCOM**  
Hack the North 2018

## Hacker Stories



*Hack the North was an amazing experience that really raises the bar for other hackathons. So far, from the past 6 or so hackathons I've been to, Hack the North has been my number one.*

**Alessio**, hacker at  
Hack the North 2016



*Everything Hack the North provided—inspiring speakers, mentors, workshops, food, coffee and free swag (lots of swag giveaways!)—contributed to an awesome supportive environment that made it really fun to hack away for those 36 hours.*

**Michelle**, two-time  
Hack the North winner

# Sponsor Perks



	Startup (email us)	Bronze \$7.5K	Silver \$15K	Gold \$25K <span>Limit 4</span>
<b>General</b>				
Company passes*	4	8	12	16
Sponsor table		1	1	2
Select table location			●	●
Stage time			1 min	3 min
Coffee chats				●
<b>Recruiting</b>				
Dedicated Slack channel	●	●	●	●
Recruiters on-site		1	2	3
Access to resume/Github/LinkedIn		Post-hackathon	Pre-hackathon	Pre-hackathon
Resumes filtered by student interest			●	●
<b>Marketing</b>				
Monthly Newsletter <span>NEW</span>	●	●	●	●
Logos on website	●	●	●	●
Swag in welcome bags	●	●	●	●
Website feature			●	●
Blurbs in welcome booklet				●
<b>Engineering</b>				
Host tech talk**	●	●	●	●
Host API prize***	●	●	●	●
Host API workshop	●	●	●	●
Present API prize on stage	●	●	●	●
<b>Limited Add-ons</b>				
Lightning challenges	\$2,500			
Feed the Hackers	\$3,500			
Sponsor an activity	\$1,000			

\* Includes 2 passes to opening ceremonies


\*\* Tech talks are proposal-based


\*\*\* To qualify for an API prize, you must have a public-facing API

## Refund Policy



The full Hack the North Sponsorship Refund Policy is available upon request. Should there be any changes to the delivery or format of the event due to COVID-19, sponsors are eligible for a full refund or a partial refund, through our refund policy. More details will be shared with sponsors as we get closer to the event date.

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