



Hack the North

Virtual Edition

Sponsorship Package



January 15–17, 2021



Virtual Event



hackthenorth.com



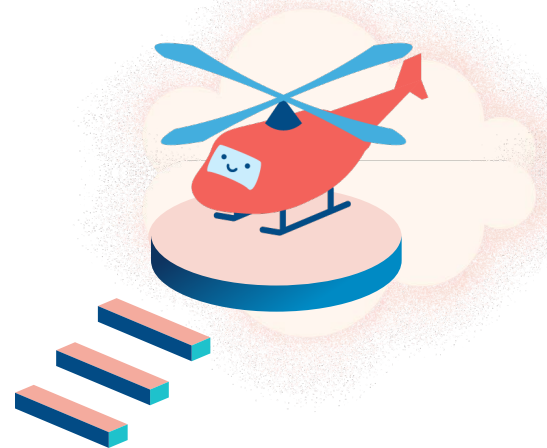
sponsor@hackthenorth.com

Now with
3,000 hackers

About Hack the North



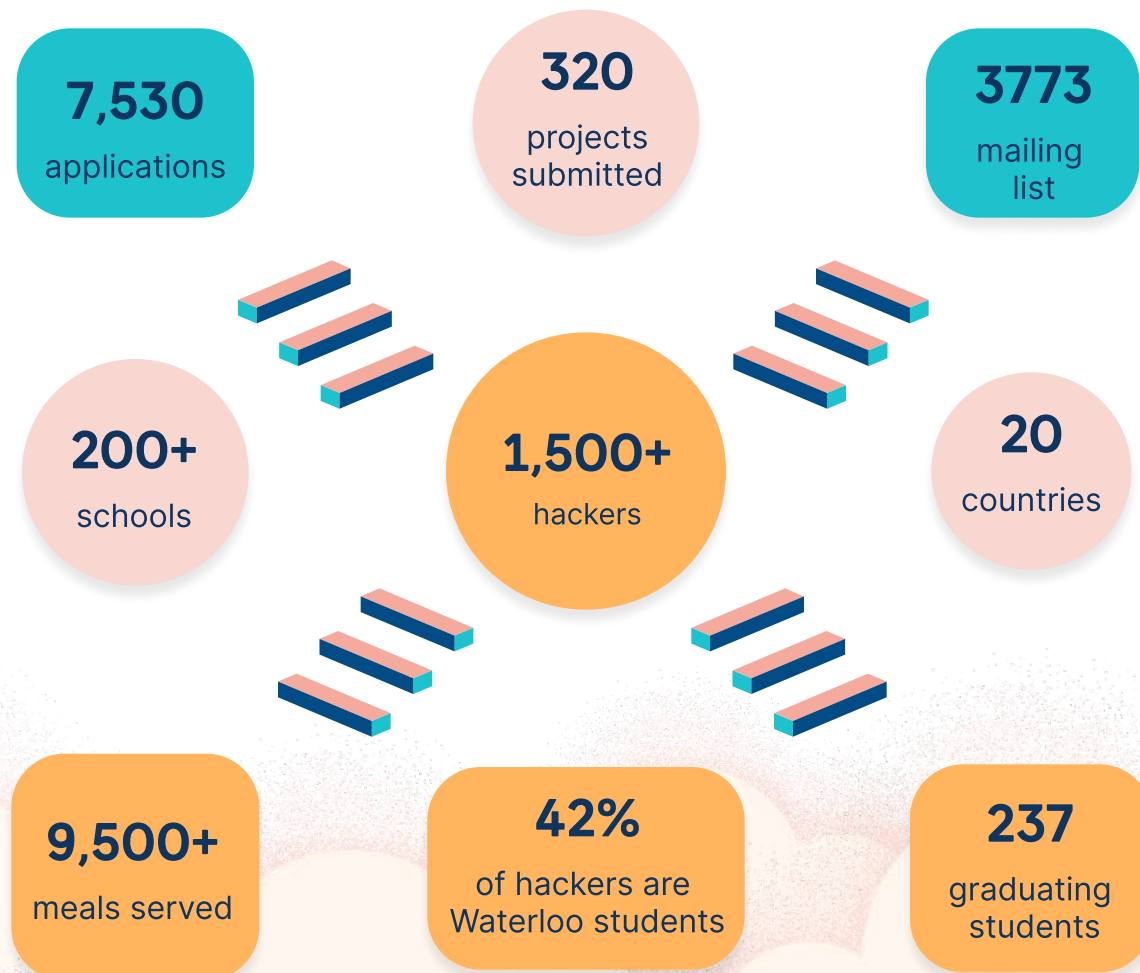
Hack the North is Canada's biggest hackathon! Passionate and talented minds are brought together at the centre of Canada's largest technology hub at the University of Waterloo. In just 36 hours, they build something incredible. Our sponsors make it possible for hackers to turn their ideas into a reality.



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 Limited Spots
Recruiting				
Sponsor booth	●	●	●	●
Connect 1-on-1 with students	●	●	●	●
Number of reps on platform	4	8	12	16
Student resumes		Post-hackathon	Pre-hackathon	Pre-hackathon
Profiles filtered by student interest			●	●
Coffee chats				●
Career development sessions				●
Marketing				
Monthly newsletter	●	●	●	●
Logo on website	●	●	●	●
Sponsor welcome profile	●	●	●	●
Website showcase			●	●
Stage time			●	●
Engineering				
Host tech talk*	●	●	●	●
Host API prize**	●	●	●	●
Host API workshop	●	●	●	●
Limited Add-ons				
Lightning challenge	\$2,500			
Pre-hack contest	\$3,500			
Social media takeover	\$1,000			

* Tech talks are proposal-based

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

 sponsor@hackthenorth.com

 hackthenorth.com

 facebook.com/hackthenorth

 twitter.com/hackthenorth

 instagram.com/hackthenorth