



48 Hours, Software + Hardware, Fall 2013.

# Ready to HackPrinceton?

Dates:

**November 8-10**

Tracks:

**Software + Hardware**

Participants:

**500+**

Sponsors:

**You!**

“To my surprise (and **delight**), there were a handful of promising **hardware hacks** too!”

-Chris Velazco, **TechCrunch**

The Princeton Entrepreneurship Club invites you to **HackPrinceton**, Fall 2013!

Held once a semester at Princeton University, HackPrinceton is an unmatched opportunity to network with and meet some of the most motivated and talented students all in one place. Not only do our sponsors get to keep in touch with the students after the event, but participating companies' support create a strong, measurable impression on the student attendees!

Previous hackathons have given away \$15,000 in prizes, and produced projects such as an automated bartender, a PVC pipe laser harp, and a neuroscience adventure!

This spring, 100+ participants from 18 schools produced 25 software apps along with 9 hardware hacks, our unique specialty.

We're expecting more participants for our larger hackathon in the fall, which is why we need your support!



# HackPrinceton Sponsorship

## SPONSORSHIP LEVELS

TIER	IPO	SERIES B	SERIES A	ANGEL	SEED
Sponsorship Amount	\$50,000	\$25,000	\$10,000	\$5,000	\$2,000
Mentors:	✓	✓	✓	✓	✓
Workshops/Talks:	✓	✓	✓	✓	✓
API Demo:	✓	✓	✓	✓	
Special Prizes:	Your Choice	\$5,000	\$2,500	\$1,000	\$500
Judge Nomination	✓	✓			
ADVERTISING	IPO	SERIES B	SERIES A	ANGEL	SEED
Recognition at Opening/ Closing Ceremonies:	✓	✓	✓	✓	✓
Logo on Website:	✓	✓	✓	✓	✓
Company Blurb on Website:	✓	✓	✓	✓	
Logo on T-Shirt/Posters:	✓	✓	✓	✓	
Logo on Emails:	✓	✓			
"HackPrinceton sponsored by___":	✓				
RECRUITING	IPO	SERIES B	SERIES A	ANGEL	SEED
Recruiting Materials Avail- able:	✓	✓	✓	✓	✓
Recruiting Blurb Emailed to All Participants:	✓	✓	✓	✓	
Resume-book Access:	✓	✓	✓		
Participant Email Access:	✓	✓	✓		
Active Brand Promotion:	✓	✓			
SWAG	IPO	SERIES B	SERIES A	ANGEL	SEED
Swag Available to All:	✓	✓	✓	✓	✓
Active Distribution of Swag:	✓	✓	✓	✓	✓



# HackPrinceton Sponsorship

DETAILS ABOUT SPONSORSHIP (SEE CHART)

## MENTORS:

All levels of sponsors are encouraged to send mentors to the event. Please see the next page for more information.

## WORKSHOPS/TALKS:

Sponsors can give 15 – 30 minute talks at opening ceremonies which would be helpful to participants at the hackathon. Recommendations for topics include “How to Give a Great Demo” or “Building a Prototype in 24-Hours,” etc.

## SPECIAL PRIZES:

Sponsors at the Series A level and higher can choose a \$500-\$1000 special prize that will be awarded in addition to the traditional 1st, 2nd, and 3rd Place prizes. The theme of the prizes can be chosen by the sponsor, and can be options like “Best UI” or “Most Likely to Become a Startup.”

All of the special prizes will include the company sponsors name in the title, like “Coolest Hack sponsored by \_\_\_\_”. These special prizes can also include non-monetary prizes, such as swag and/or licenses.

## JUDGE NOMINATION:

Sponsors at the Series B level and higher have the privilege to nominate people to represent HackPrinceton as judges. Judges will have the privilege of awarding prizes (with the exception of special prizes should the company sponsoring them wish to choose the winner) and announcing them at the closing ceremony.

## RECRUITING BLURB:

Sponsors at the Angel level and higher will be given an opportunity to send us a recruiting blurb to email to all participants. These blurbs can include things like links to the recruiting page, a resume dropbox link, or general information about the company for those interested. Recruiting blurbs from all companies will be sent in one email after the close of the hackathon.

## RESUME BOOK/EMAIL LIST:

Sponsors at the Series A level and higher will be given access to the resume books of all the participants. They will also be given an email list of all participants.

## SWAG DISTRIBUTION:

Swag and recruiting material given by Angel level sponsors and higher will be actively distributed to participants throughout the event, by raffles held throughout the hackathon, swag packs given to early registrants, and more methods. Swag given by other sponsors will also be readily available for participants in certain areas where the hackathon is taking place.







# HackPrinceton Sponsorship

## (OTHER) WAYS TO GET INVOLVED

In addition to monetary sponsorship, we encourage sponsors to participate in the following ways:

### MENTOR TEAMS:

Send company engineers and other representatives to personally connect with participants and have one-on-one interactions. Mentors will provide advice and help with languages and platforms, especially if the company has an API or other technologies. For the 48-hour event, two mentor sessions will be available. Mentors are required to send short bios which include their company experience and technical expertise (languages, platforms, technologies, etc.), allowing participants to schedule informal help sessions. Mentors with specialized knowledge also have the option of presenting a short 30-minute workshop.

### SEND COMPANY SWAG:

An easy way to increase the company profile and promote brand recognition among the attendees. Swag could include t-shirts, laptop stickers, water bottles, nerf guns, etc.

### SPONSOR FOOD:

We have the opportunity for sponsors to host food breaks, which will be announced as "Sponsored by \_\_\_\_". Possibilities include sponsoring an ice cream truck to come during the event, pizza breaks, breakfast etc. Coffee and energy drinks especially are important to hackers and cod-

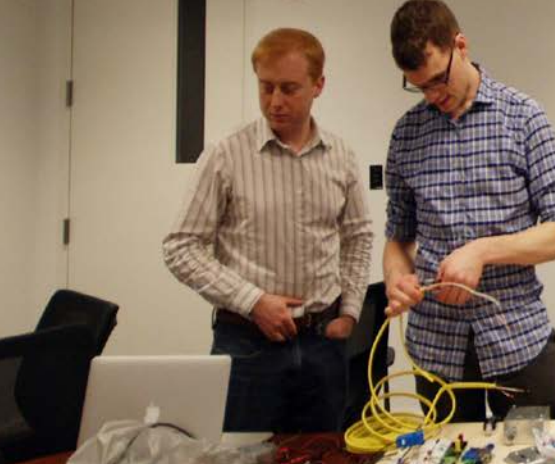
ers for this 2-day event, so we particularly encourage sponsorship for these items. Special recognition will be given at the opening kickoff and closing demos, as well as the option of hanging the company logo/banner during the food break.

### SPONSOR TRANSPORTATION:

Sponsors can also cover transportation costs for universities in your area to come to Princeton. The HackPrinceton team will liaison with the university CS clubs to select one or several teams to invite to the event. Our goal is to provide visiting students 100% reimbursement of their transportation costs. Expected total reimbursement, based on the last hackathon's costs, will be around \$3000, but companies are free to sponsor any portion of the total costs. All transportation sponsors will be given a special announcement to all the attendees. Other options include sponsoring a bus from the New York and Philadelphia areas to our event.







# HackPrinceton Sponsorship

PHOTOS (SPRING 2013)

