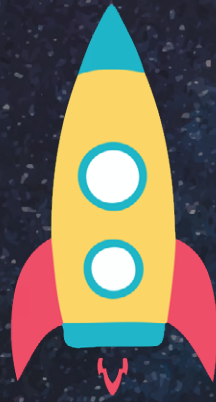


DeltaHacks IV

Jan 27-28, 2018



Sponsor Package



Introducing

DeltaHacks IV

Dear Potential Sponsor,

Four years ago, we had a vision to empower students through innovation and technology. That's why PhaseOne, McMaster's premier tech community, developed DeltaHacks to carry out this mission. From a team of 5 founders to a group of 27 and growing, we have enabled hundreds of students from many different universities to come together and have the opportunity to "Hack for Change" - a unique approach to creating projects that encourages solving modern challenges that the world faces today.

As one of Canada's largest hackathons, not only is the 2 day event jam-packed with workshops, events, and amazing food, we also distinguish ourselves through a powerful mentorship process that guides hackers to solve the toughest problems with the expertise of these mentors. Whatever their focus may be – healthcare, education, environment, inequality – students strive to create a positive impact through their projects and efforts.



But DeltaHacks isn't just an event for students - it's an event for you! By sponsoring us, you will interact hands on with talented individuals. On top of that, you will also make a positive impact towards our society. If you're adventurous enough, our Platinum tier benefits will make your experience shoot to the moon!

On behalf of the whole team, we thank you for your interest in DeltaHacks! We aim to bring the best value to your organization so we invite you to learn more about us as you flip through this package. We hope to hear from you soon!



Alic Jiang
Co-Director



Richard Zhang
Co-Director



Daria Yip
Head of Relations



Shivaansh Prasann
Head of Logistics



Abhayraj Jain
Head of Marketing



Natalie Chin
Head of Supportive Relations

And the rest of the DeltaHacks team.



Benefits

Recruit the best

Unlock access to top talent to fill your needs through participation at our event! Interact with students from a variety of backgrounds and majors via your recruiters and mentorship.

Promote your product / get feedback!

Test out your products at our event through a talented tech community of hackers who can help you gain crucial insight and feedback. Stand out with a unique prize category and an option to do a live api demo during our opening ceremonies!



Laser focus your marketing

Increase your company's awareness through curated online content and custom workshops that you can host at our event. Stand out by bringing cool swag and put your company in the spotlight through sponsored meals and activities!

Gain Platinum exclusive benefits!

We believe our platinum tier is one of kind, so good that we can only offer this spot to the highest bidder. Not only are we providing you unbelievable value, we are offering truly unique perks that will allow you to stand out and get the most out of your experience at our event!

Your funds will go toward prizes, hardware, logistics, food, and swag. In the following pages we provide a breakdown of the different perks we offer in return for sponsorship.

All participants own the intellectual property rights to any projects they create at DeltaHacks, including the rights to sponsored prize competitions.

Tiers

Package	Platinum	Gold	Silver	Bronze
› Sponsorship Amount	\$8,000 <i>Starting Bid¹</i>	\$5,000+	\$3,000+	\$1,000+
General				
› Send Company Representatives <i>Network live by sending representatives to our event.</i>	Unlimited	Up to 5	Up to 4	Up to 3
› Provide Hardware/Software to Hackers <i>Encourage students to develop for your industry using your hardware, API's, and tools.</i>	Gold + Promotion in future marketing content ²	Silver + Promotion Online	Promotion in student packages	✓
› Company Prize Category <i>Inspire hackers with your own prize category to encourage and foster creativity.</i>	Gold + Winning project showcased at DeltaHacks V ³	Unlimited Prize Pool	Prize pool up to \$250 total	
› Live API Demo <i>Get a chance to show off a live demo of your API to hackers at the end of the Opening Ceremonies.</i>	15 mins + a mini-hackathon for your API ⁴	5 mins		
Branding				
› Marketing <i>Get hackers hyped about your brand and partnership with us through emails, video, social media posts, and swag.</i>	We'll curate custom content for you ⁵	Before, during, and after event	During and after event	During event
› Logo on Event Website <i>Attract the attention of students by promoting your company on the event website.</i>	Stand out with your own section ⁶	Large w/ company showcase	Medium w/ hyperlink	Regular
› Logo on T-Shirts <i>Attract the attention of students by being visible on our t-shirt.</i>	Logo on arm crest	Large	Medium	Regular

Package

Platinum

Gold

Silver

Bronze

Branding (contd.)

› Sponsor Table

Network with students and create brand presence by bolstering a spot in the event (either on the main floor or in our Delta^A Lounge on the 5th floor).

Have your own branded room⁷

Main Lobby

Priority choice in the Delta^A Lounge

Delta^A Lounge

› Workshop / Company Talk

Engage hackers through technical workshops or by inspiring them with your vision. (+\$500 for additional 20 minutes)

60 min slot and 15 min keynote⁸

40 minute slot

20 minute slot

Can select addon

› Sponsored Logistics

Increase brand awareness through sponsored snacks, meals and events.

An exclusive event hosted in your name⁹

Meals

Snacks

Recruiting

› Access to Résumés

Gain direct access to Canada's top tech talent from the best universities present.

We bring the talent to you¹⁰

Before/After Event

After Event

Early Bird Special

If you are one of the first two sponsors in the Gold, Silver, or Bronze tiers to confirm and sign the sponsorship contract by Nov. 3, 2017, you will receive these additional benefits:

› GOLD

We will give you priority choice in the main lobby tables, we will distribute your swag in our swag bags and we will even name a hacker classroom based off a name of your choice!

› SILVER

You will receive an additional 20 minutes for your company workshop for free and you can have a prize pool up to \$500 in total!

› BRONZE

You will be included in priority choice of the Delta^A Lounge and your logo on the website will be upgraded to include an embed hyperlink.

1. There will be 3 rounds of bidding conducted in a blind system. All bids for the first round must be emailed to us by October 7th. We will then inform all bidders of the highest bid, and they will be given the opportunity to top the highest bid by October 14th. A final round will take place, and the highest bid will be selected on October 21st. The top 2 bidders will then be given the opportunity to outbid each other, and the top bidder will be informed by October 30th.
2. Future marketing content includes next year's sponsorship package, our website, social media and more!
3. We will include a time slot in next year's opening ceremonies to showcase the winner of your prize category and will include online content linking to it as well.
4. The Deltahacks team will host an 8-hour mini hackathon exclusively based on your company's api/hardware before the main event itself. We will promote on social media the best hacks created during that event and we'll even participate ourselves!
5. This includes custom emails sent to our attendee's list, custom made swag we can distribute for you during the event and best of all, custom videos we can collaborate with you to post on our social media
6. An entire section of the website for you along with an option to post a custom video (max 5 minutes long, has to be approved by the DeltaHacks team)
7. We will provide you an entire room to customize based on your needs. It can include whatever you want so long as it is compliant with fire safety standards.
8. You have the option to do the keynote in either the opening or closing ceremony.
9. We can create an event (max 60 minutes long) during DeltaHacks based on a theme you are interested in.
10. We'll discuss this with you in a meeting to identify your needs and how we can work together to recruit top tier talent for you straight out of the event.



Timeline

September 2017

Sept 13th

Our team will begin to reach out to you

Sept 15th

Attendee Applications will open

October 2017

Oct 2nd

Event schedule finalized and workshop timeslots available

Oct 7th

Platinum : 1st round of bidding due, along with tentative sponsorship contract, see page 7 for details on bidding process.

Oct 9th

Sponsorship contractual details available

Oct 14th

Platinum : 2nd round of bids due

Oct 16th

Sponsor table layout released and table reservations available

Oct 21st

Platinum : 3rd round of bids due

Oct 30th

Platinum Sponsor confirmed and released online

November 2017

Nov 3rd

Early bird deadline for Gold, Silver, and Bronze tiers

Nov 6th

Gold/Platinum sponsors can begin to promote content on our website/in emails to attendees, workshops for all tiers are open to book based on tentative schedule released

Nov 18th

Tentative date for Platinum sponsor's API mini-hackathon, see page 7 for more details.

Nov 27th

See your logos on our website along with company showcases for Gold/Platinum sponsors!

December 2017

Dec 1st

Workshop booking due date and confirmation

Dec 10th

Gold, Silver, and Bronze sponsorship confirmation due date

Dec 17th

All sponsor payment information is due and confirmed

Dec 22nd

Final logistical aspects of the event confirmed with all sponsors

January 2018

Jan 15th

All event supply/needs requests due for workshops, API demos and activities

Jan 22nd

Merchandise/swag due date (to be picked up or shipped to the event)

Jan 27-28th

Welcome to the team!

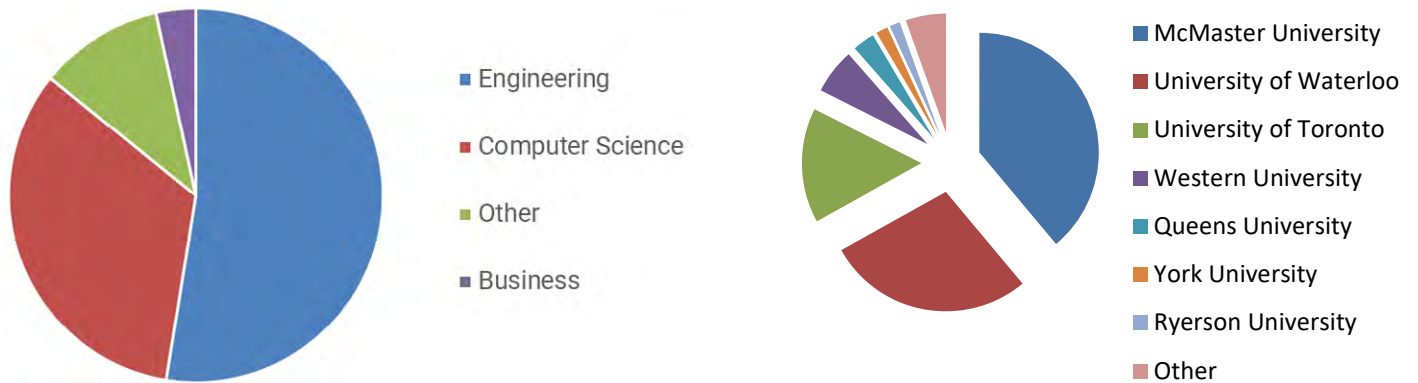
Join us in the Engineering Technology Building (ETB)
at McMaster University for the big event!



Statistics

Who comes to hack?

Last year, we received 1188 applicants from 14 of Canada's top universities and with over 16 different majors. 400 best fitted students were chosen to attend the event



Our hackers love our sponsors so much,
that of the 49 projects created, 47 were made for sponsors!



Got a minute? Check out last years projects! deltahacks.com/dh3projects

Social Media and Our Community



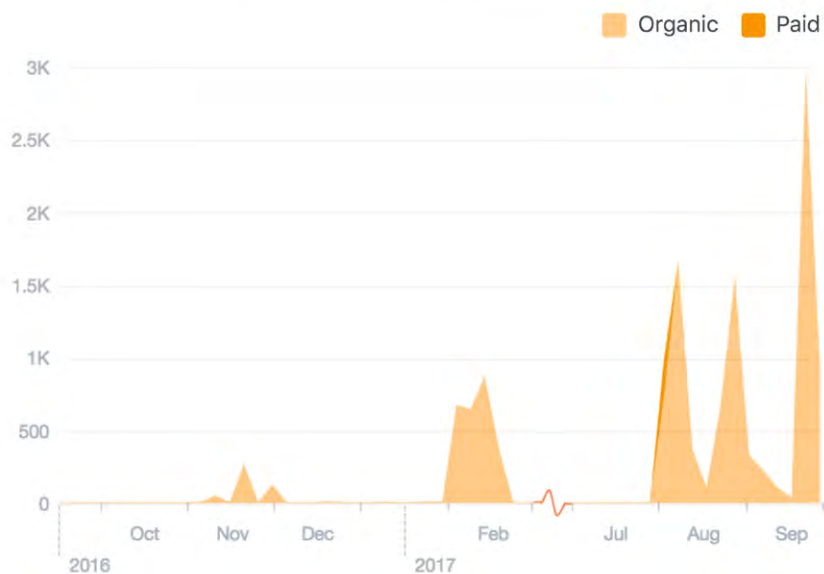
Facebook

Our largest platform with over 1000 tech savvy followers

We are constantly growing and expanding our reach. We now reach close to 3k individuals at the start of school and it will continue expand. It is a 344% increase comparing to previous all time peak.

Post Reach

The number of people your posts were served to.



Twitter

Over the course of our last hackathon, we grew our audience by a factor of 10x to over 32.2 K people reached!

DEC 2015 SUMMARY

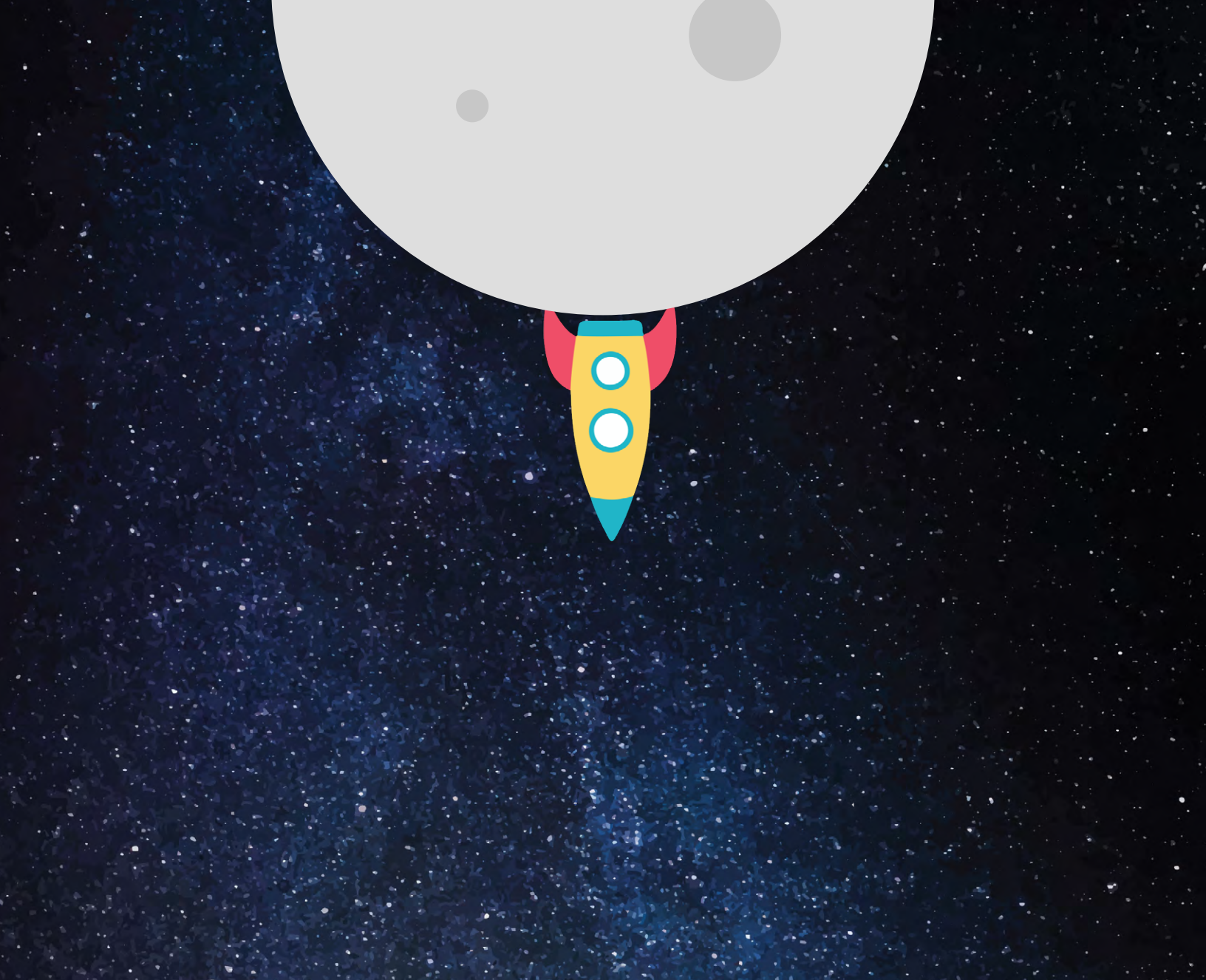
Tweet Impressions

3,690

JAN 2016 SUMMARY

Tweet Impressions

32.2K



Contact Us

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Head of Relations

Visit DeltaHacks.com for more!

