# ROYAL HACKAWAY

# SPONSOR DECK

5th – 6th February 2022

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# Introduction

*Royal Hackaway v5* will be the fifth anniversary of the successful hackathon ran by us at the *Computing Society* of *Royal Holloway, University of London*, running from the **5th – 6th February 2022**.

Every year we run Hackaway, we successfully drive increasing numbers of students from all around the UK and the world to come code with us in person, or online, with hundreds of participants at each of our events.

Last year's hackathon was our first online event, opening our event to the world. Despite the challenges we all faced during these unprecedented times, *Hackaway V4* sold over 500 tickets, our largest audience to date.

Our previous sponsors include GitHub, DigitalOcean, 20i, NotBinary, Nexmo, Balsamiq, GuardTime, IG, UKGovCamp and many more of our sponsors, partners, and supporters.



This year, we are combining our experience running a large-scale online event with our experience with in-person events to create the largest *Royal Hackaway* to date in a **hybrid** manner, to foster an inclusive, open, and creative event for anyone and everyone to collaborate, work, and learn, no matter where they are in the world.

# Why Sponsor?

Without the support from industry partners, these events could not happen. Your knowledge and support are unparalleled and allows us to create an event that is beneficial and a good experience for everyone involved.

Royal Hackaway v5 is a hybrid take of our yearly hackathon. It is an opportunity to engage with the next generation of creative thinkers, problem solvers, inventors, leaders, entrepreneurs and more. No matter your objective, whether it be showcasing your product, searching for new talent, or just getting your brand out there, Hackaway provides you access to future graduates and industry professionals.

## Sponsorship Tiers[1]

We have five sponsorship tiers for varying levels of payment.
Custom sponsorship packages may be negotiated upon request.

| | Supporter | Bronze £250+ | Silver £500+ | Gold £1,000+ | Platinum £1,500+ |
|---|---|---|---|---|---|
| **Physical Presence** | | | | | |
| Sponsor Tickets | 0 | 1 | 2 | 3 | 4 |
| Dedicated Area | - | Desk | Table | Table Fort | Large Area |
| Swag Distribution | - | Yes | Yes | Yes | Yes |
| **Competition Influence** | | | | | |
| Prize Value Limit | - | - | £100 | £500 | Unlimited |
| Judging Seats | - | - | - | 1 | 2 |
| Branded Challenge | - | - | Yes | Yes | Yes |
| Branded Mini-Event | - | - | - | Yes | Yes |
| **Workshops** | | | | | |
| Workshop Quantity | - | 1 | 1 | 2 | 3 |
| Total Duration | - | 30 Minutes | 30 Minutes | 90 Minutes | 120 Minutes |
| Timing | - | Morning | Evening | Any | Priority |
| **Branding Opportunities** | | | | | |
| Website | Small | Yes | Yes | Yes | Yes |
| Opening Talk | - | 2 Minutes | 4 Minutes | 6 Minutes | 8 Minutes |
| Role in Discord Server | - | Yes | Yes | Yes | Yes |
| Brand Discord Channel | - | - | Yes | Yes | Yes |
| Livestream Watermark | - | - | - | - | Yes |
| Recording Watermark | - | - | - | Yes | Yes |

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[1] Tiers are subject to payments in cash only – we do not accept payment in terms of credit or services

## Sponsorship Add-ons

We have more opportunities for you and your brand to expand your package and help support CompSoc and Hackaway:

**Pre-Event Announcement -** £500

Send an E-mail and announcement in our Hackaway Discord to all our attendees

**CV Access** - £500

Our attendees have great skillsets, and many are about to go into the world of work. Why not take this opportunity to see if there are any you like the look of?

**Extra Challenge** - £500

Problem solving is hard, we get it. Maybe you have a challenge you just can't crack, perhaps our hackers can solve it for you, or at least, get you closer!

**Mental Health Donation -** £250

This year has been rough. Our goal this year is to support those individuals who have had struggles this year. Mental health is super important to us. Your contribution will go towards mental health charities and organisations.

**Community Support** - £250

CompSoc run more events throughout the year for members of our society, for both those who are and are not learning Computer Science as their main discipline.

Find out more about how you can support CompSoc outside of Hackaway in our [CompSoc sponsor deck](#)

## Interested?

If you are interested in sponsoring or have any questions.

Please don't hesitate to contact us at:

### sponsor@computingsociety.co.uk

### royalhackaway.com/v5