

# FORMULATECH HACKS

## Sponsorship Package

University of Waterloo

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 [formulatech.hacks](#)



# WHAT IS FORMULATECH HACKS?

## Where Innovation Meets Speed

FormulaTech Hacks represents a fusion of motorsport racing dynamics and advanced technology development. Our distinctive hackathon format challenges participants to address industry problems in motorsport engineering and automotive technology.

## Driving Big Ideas Forward

We believe in the power of sponsorship to turn bold ideas into reality. By contributing your organization's expertise, offering mentorship, and professional development opportunities, you enable hackers to transform conceptual solutions into innovations that address current challenges in automotive and racing technologies.

## INSTITUTIONAL SUPPORT

FormulaTech Hacks is proud to be awarded funding from the University of Waterloo's Math Endowment Fund and Student Life Endowment fund, competitive programs that supports high-impact student initiatives. This backing highlights the credibility of our work and the university's confidence in our vision.



# ABOUT US

FormulaTech Hacks creates an energizing space where motorsport enthusiasts can thrive, fostering an environment that accelerates learning and ignites passion for the sport. Our hackathon runs on Waterloo University's campus and is organized by a student-led team with you in mind. We aim to be the catalyst that transforms curious fans into experts. This year, students can compete in one of our three tracks: Software, Hardware, or CAD to gain technical experience and drive innovation forward!

## Building the FormulaTech Grid

This is not your typical hackathon. Sponsors capture the moment with participants, while hackers get the opportunity to work on live industry challenges. Connect with the next wave of tech innovators passionate about motorsports and engineering.

## MEET THE FOUNDERS



Rayyan Huda



Maira Khawaja

## Students turned Innovators

At the University of Waterloo, we are engineering students and racing enthusiasts who see motorsport as the ultimate stage where remarkable engineering fuels leading technology. With your support, we aim to empower students to gain hands-on experience and take their first step into the industry.

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[@formulattech.hacks](https://www.instagram.com/formulattech.hacks)



# SPONSORSHIP PERKS

## GENERAL

	Bronze (\$500)	Silver (\$1,000)	Gold (\$2,000)
Sponsor Table	●	●	●
Custom Prize Category		●	●
Award Custom Prize		●	●
On-Stage Demo & Opening			●

## BRANDING

Logo on Website	Small (300px wide)	Medium (500px wide)	Large (700px wide)
Logo on T-Shirt	Small	Medium	Large
Social Media Promotion	●	●	●

# RECRUITMENT PERKS

	Bronze (\$500)	Silver (\$1,000)	Gold (\$2,000)
Participant Resumes	After Event	Before Event	Before Event
Judges		●	●
Email Participants			●
Connect with Top Winners			●
Host a Workshop			●

\*Custom Sponsorship and Recruitment packages also available

