

{Hack-Y} Sponsorship Pamphlet

Fall 2013

Welcome.

Hack-Y is an annual student-run hackathon hosted by the Yale CS Hacker Organization, with support from Yale BootUp. For two days, the brightest stars from all over the east coast that will lead tomorrow's technological revolutions will convene on Yale's campus to compete for prizes and exposure.

Who needs sleep?

For an uninterrupted 24-hours, competitors will generate, design, and deploy their best ideas. At the end of the hacking period, all the participants will gather for a concluding expo, during which each team will give a demo to a panel of judges. Apart from being the perfect environment to find and execute that golden concept, the hackathon will give hackers the chance to come into contact with more experienced mentors and recruiters. Hack-Y represents the perfect symbiotic relationship between those looking for experience and those looking for talent.

We need you.

Sponsors are the most important piece of this puzzle. Without sponsors, a hackathon is little more than a room of sleep-deprived programmers. We need your sponsorship to make this into a full-fledged extravaganza.

Where does the money go? Transportation reimbursements are likely the highest cost. We want this event to be as pain-free as possible for participants, given that most of them are about to go 24-hours without sleep. Closely related will be food and other amenities. Finally, there will be an official t-shirt, as well as other small items in the gift bags.

Why sponsor?

In one word: talent. A well-run hackathon attracts talent like bees to honey. The more exposure your company gets, the better. Recruitment opportunities as far as the eye can see. Ideas that only come out when 4 bright minds combine forces in a high-pressure environment at 3am. Help us make this a win-win situation.

How do I get a slice?

The following page is what you'd get in return:

What do I get?

The Kickbacks

Tier	1st	2nd	3rd	4th
Amount	Highest Sponsor	>\$5000	\$5000 - \$1000	<\$1000
General				
Expo Talk	Keynote Speech	10 minute	---	---
Demo	3 x 30-minute sessions	2 x 30-minute session	30-minute session	30-minute session
Representative Judge	✓	✓	✓	---
Mentors	✓	✓	✓	✓
Branding				
Branded Prize	Grand Prize	\$1000	\$200	---
Logo	Title Sponsor	Major Sponsor	Blurb on Website	T-shirt
Distribute Logo Items	✓	✓	✓	✓
Recruitment				
Recruitment Materials	In program booklet	In program booklet	Available for pick up	Available for pick up
Resume Drop	✓	✓	✓	✓
Representative on-site	✓	✓	✓	✓

*Note: higher tiers have access to all lower-tier privileges.

All companies, regardless of sponsorship tier, are strongly encouraged to send branded items and company engineers/representatives. Doing so is the best way to build rapport and recognition at the event. If you would like to contribute a non-monetary sponsorship (laptop, gadget, etc.), please contact us to work out tiers. See you at {Hack-Y}!