



<http://www.hacktech.io> | sponsor@hacktech.io

About

hackTECH is a hackathon to be held annually by Caltech students. It is going to be **the largest hackathon on the West Coast**. The event will host the top college hackers in the nation, gathered to build the next generation of innovative software and hardware products.

We're organizing hackTECH in cooperation with the founders of MHacks, Pennapps, and HackMIT to ensure an event of similar quality to other large hackathons but with an even more diverse, **west coast-oriented** talent pool.

Hackathons are a major draw for **superb, ambitious talent** that you want working at your company. Many sponsors from past similar hackathons have hired interns and full-time developers that they found at hackathons.

Hackathons also give sponsors the opportunity to publicize their APIs to the most tech-savvy students in the nation. As a sponsor you will be able to demo your APIs to students and watch the creative ways hackers use your services.

HackTECH is unique because it will give sponsors access to a largely untapped pool of West Coast hacker talent.

Where

hackTECH is going to be held at the world famous Rose Bowl. Hackers will hack in the VIP lounges overlooking the Rose Bowl field.

When

hackTECH 2014 will take place over the weekend of January 24-26.

Who

We expect over 1300 students from 100+ universities to participate in the event. We are planning for 100 Caltech students, 300 Berkeley students, 150 Stanford students, 100 UCLA students, 100 USC students, and 200 other California students. We also plan to fly in over 400 of the best students from out of state.



Why we want you (and how you can help us)

As a hackTECH sponsor, you will add considerable value to the event. You can help us fund refreshments and meals throughout the event, help visiting hackers get to the venue, provide prizes, tech equipment, and much more.

In addition to monetary support, we always appreciate the extras:

1. **Sending company outreach developers** is always very helpful to hackers. You can aid students in using your APIs and products, and they'll learn to associate your brand with the team behind it. It's a great way to bond with the upcoming talent and interact with your market directly.
2. **Give hackers goodies.** Make your brand a memorable part of the hackTECH experience by giving out swag like t-shirts, water bottles, sunglasses, and/or gadgets. Hackers treasure and keep all this gear and your brand will be in the hands of your market.
3. **Fill up our wish-list!** (See last page; these are misc. things we need at the event and these are things you can help with without directly giving money)

How supporting hackTECH helps you

1. Sponsoring such an event will not only give you direct recruiting access to the finest young talent in the nation but you'll also be able to interview and contact participants during and after the event. The country's finest talent is waiting for you.
2. Assisting hackers in using your products/APIs fosters relationships with participants. People will know your brand and associate it with the helpful team behind it.
3. Get your swag and name out to the world. HackTECH will increase your exposure to the future tech leaders of the world.



Sponsorship Details and Pricing

Tier	Kilo	Mega	Giga	Tera (limit 3)	Peta (limit 2)	Name Sponsor
Sponsorship Amount	\$2,500	\$5,000	\$10,000	\$20,000	\$35,000	\$70,000
Initial Product Demo (Presentation on Friday)	1 minute	1 minute	2 minute	3 minute	Keynote (look below)	Keynote (look below)
Company mentors on site	1	2	3	5	5	10
Recruiting material distributed to hackers	✓	✓	✓	✓	✓	✓
Thanked in Sponsor Promotion Video (at kickoff and demos)	✓	✓	✓	✓	✓	✓
Logo on hackTECH program	✓	✓	✓	✓	✓	✓
Eligible to hand out company swag at event	✓	✓	✓	✓	✓	✓
Can award API prizes ¹	✓	✓	✓	✓	✓	✓
Representatives from Portfolio Companies	1	2	3	5	5	10
Access to participant resumes after hackTECH		✓	✓	✓	✓	✓
Logo on hackTECH t-shirt		✓	✓	✓	✓	✓
Swag in swag bag (given directly to hackers)		✓	✓	✓	✓	✓
Tech Talk at event ²			30 minute	1 hour	1 hour	1 hour
Sponsor Table near hacking area			✓	✓	✓	✓
Recruiters on site			2	3	5	8
Access to hackers' LinkedIn/ GitHub/email before event			✓	✓	✓	✓
Company banners at venue			✓	✓	✓	✓
Logo on hackTECH swag (water bottles, shorts, etc.)				✓	✓	✓
Sponsored activities (raffles, etc.)				✓	✓	✓
Can add perks (office visit, etc.) to top prizes				✓	✓	✓
Company speech at award ceremony				2 minute	2 minute	3 minute
Interviews during hackTECH ³				4 hours	Unlimited	Unlimited
Reserved Suite ⁴					✓	✓
Keynote at Opening Ceremony					10 minute	10 minute
"hackTECH, cohosted by [you]" on website, all communication, and marketing materials						✓



¹ API prizes will be announced at the opening ceremony, a list of prizes will be handed out to hackers in the swag bag, prize winners will be

announced at the closing ceremony, and prize winner emails will be given to the sponsoring company.

² Tech talks will occur during the hackathon on Friday night and Saturday in a large private suite. A list of talks will be given to hackers and each talk will be thoroughly advertised before it starts.

³ Interviews will occur in the company suite for the Peta and Name Sponsor levels. For the Tera level, a private interview room will be available for 4 hours. There will be an online interview signup sheet for hackers. You are encouraged to provide incentives for interviewing.

⁴ The reserved suite is a large private room where hackers can come to learn about your products, get help with your APIs, interview for jobs, talk to your engineers, and do just about anything you want. This is the quickest way to form relationships with hackers and build product recognition.

The hackTECH “Wish List”

If you can't contribute financially, that's not a problem! We'd still love to have your support. We've listed some alternatives below that will allow you to play a major role in making hackTECH happen:

Transportation: Because we want the nation's best talent at hackTECH, providing transportation is a huge priority. If you can provide transportation from a specific school or fund a specific method of transportation (sponsoring a bus or a group of flights), we would love that! Let us know the specifics, and we'll sort out details with schools in the area regarding participant selection.

Food storage: Food will be provided throughout the event, and we need places to store it! If your company can provide a glass door fridge, branded storage cabinets, or any storage utilities, let us know - we'll gladly brand it for you and present it as a sponsor asset.

Midnight Goodies: Hackers will be at it for 36 hours, and that takes loads of caffeine and snacks. If you're willing to provide snacks for the event (especially late night bites), we'll present them in a way that emphasizes your sponsorship. (e.g. "Midnight Pizza presented by Yahoo!")

Bags: Participants are going to be getting lots of swag. You have an amazing opportunity to be on top of it all by providing high quality gym bags to participants.

Sleeping Bags or Blankets: Some students sleep at the event - you can have them covered by sending us branded sleeping bags or blankets.

Have any questions?

Contact us at sponsor@hacktech.io!