



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

About

Hacktech is a hackathon held annually by Caltech students. Our 2015 event will host the top college hackers in the nation, gathered to build the next generation of innovative software and hardware products.

As one of the premier west coast hackathons, **Hacktech 2015** will be a major draw for *superb, ambitious talent* that you want working at your company. Last year, numerous sponsor companies hired interns and full-time developers they first met at the event.

Hacktech also gives you the opportunity to publicize your APIs to the most tech-savvy students in the nation. As a sponsor you will be able to demo your products to students and watch the creative ways hackers use your services – take a look at some of [last year's hacks](#) to see the awesome things students have created.

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

Where

Hacktech will be held in the VIP luxury seating at the iconic Rose Bowl Stadium in Pasadena, CA. The stadium is booked, and we've already taken care of the major logistical details.

When

Hacktech 2015 will take place during the weekend of February 27-March 1.

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. We're going to move mountains to get the best students to Pasadena.



Why we should work together

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 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.
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 Hacktech will give you **direct recruiting access** to some of the nation's best talent – you'll be able to interview and contact participants during and after the event.
2. Helping hackers use your products/APIs allows you to **build lasting relationships** with participants. Students 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. These are the best college programmers you'll find, and they're going to remember you.

Sponsorship Tiers

	Tier	Kilo	Mega	Giga	Tera (limit 3)	Peta (limit 2)	Name Sponsor
	Sponsorship Amount	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000	Flexible
Branding	Logo on Hacktech t-shirt and website	✓	✓	✓	✓	✓	✓
	Add swag to Hacktech swag-bag (given directly to hackers)		✓	✓	✓	✓	✓
	Banners near table location			✓	✓	✓	✓
	Logo on Hacktech swag (water bottles, sunglasses, etc.)				✓	✓	✓
	Speech at award ceremony				2 minute	2 minute	3 minute
	Branding on stadium walls, elevators					✓	✓
	Logo shown on 100+ TVs in stadium					✓	✓
	Branding on Rose Bowl scoreboard						✓
	"Hacktech, cohosted by [you]" on website, all communication, and marketing materials						✓
Product & Outreach	API Fair Attendance	✓	✓	✓	✓	✓	✓
	Unlimited mentor/engineer attendance	✓	✓	✓	✓	✓	✓
	Award API prizes ¹	✓	✓	✓	✓	✓	✓
	Tech talk ²			20 min	30 min	30 min	30 min
	Sponsor table			✓	✓	✓	✓
	Sell items in Hacker Store ³			✓	✓	✓	✓
	36-hour Interactive activity station (Gaming/Drones/Hardware/etc)				✓	✓	✓
	Contact info of students interested in working with your APIs				✓	✓	✓
	Host pre-event online brainstorming session				30 mins	30-45 mins	Two 30 minute sessions
	Company rep. judges main prize				1	2	2+
	Keynote at opening ceremony					10 minute	15 minute
Recruiting	Distribute swag/recruiting material	✓	✓	✓	✓	✓	✓
	Access resumes <i>after</i> event		✓	✓	✓	✓	✓
	Recruiters on site			2	4	4	5+
	Access resumes/GitHub/email <i>before</i> event			✓	✓	✓	✓
	Add perks (office visit, etc.) to top prizes				✓	✓	✓
	Interviews during Hacktech ⁴				✓	✓	✓
	Reserved VIP Rose Bowl Suite ⁵					✓	✓



Footnotes

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 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 The Hacker Store will be open during the first and last 3 hours of the event. Participating companies are welcome to set up a table at the store to sell hardware/software (e.g. wearables) to attendees.

⁴ 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.

⁵ 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 “Wish List”

If you can't contribute financially, that's not a problem! We'd still love your support.

Here are some alternatives that allow you to play a major role in making Hacktech happen, and we'd still love to work with you to get you all the relevant perks:

Transportation: We want the nation's best talent at Hacktech, so 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.

This is a great way to make sure that students from *your school of choice* have a chance to attend the event!

Midnight Goodies: Hackers will be at it for 36 hours, and that takes loads of drinks 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 Sushi presented by Yahoo!")

Bags: Participants will get a ton of swag. You have an amazing opportunity to be on top of it all by providing high quality gym bags (swag bags!) to participants.

Sleeping Bags or Blankets: Students typically sleep at the event – you can have them covered by sending us branded sleeping bags or blankets.

Anything else you think would help? Want to sponsor a specific student or group? Send us a note!

Again– always feel free to contact us at contact@hacktech.io!