HACK THE 6IX

SPONSORSHIP PACKAGE 2020

August 21–23

Building the Future

Hack the 6ix is the largest student-run, not-for-profit summer hackathon located in the heart of Toronto.

Every year, we select 400+ participants from a pool of over 1500 remarkable developers, designers, and innovators. We believe the diversity and talent of our hackers contribute greatly to the success of our event. Now in its sixth iteration, Hack the 6ix has established itself as a key player in the Toronto tech ecosystem and provides a platform for students to present their ideas of the future. Join us from August 21st to 23rd for 48 hours of jam-packed hacking!

Vision

As a hackathon organized by students from universities across Canada, we hope to bring together the nation's talent by providing an interactive environment where attendees can be free to innovate and create under the guidance of our industry mentors. We aim to continue to successfully expand our organization to provide more learning opportunities for students as well as more corporate exposure for companies.
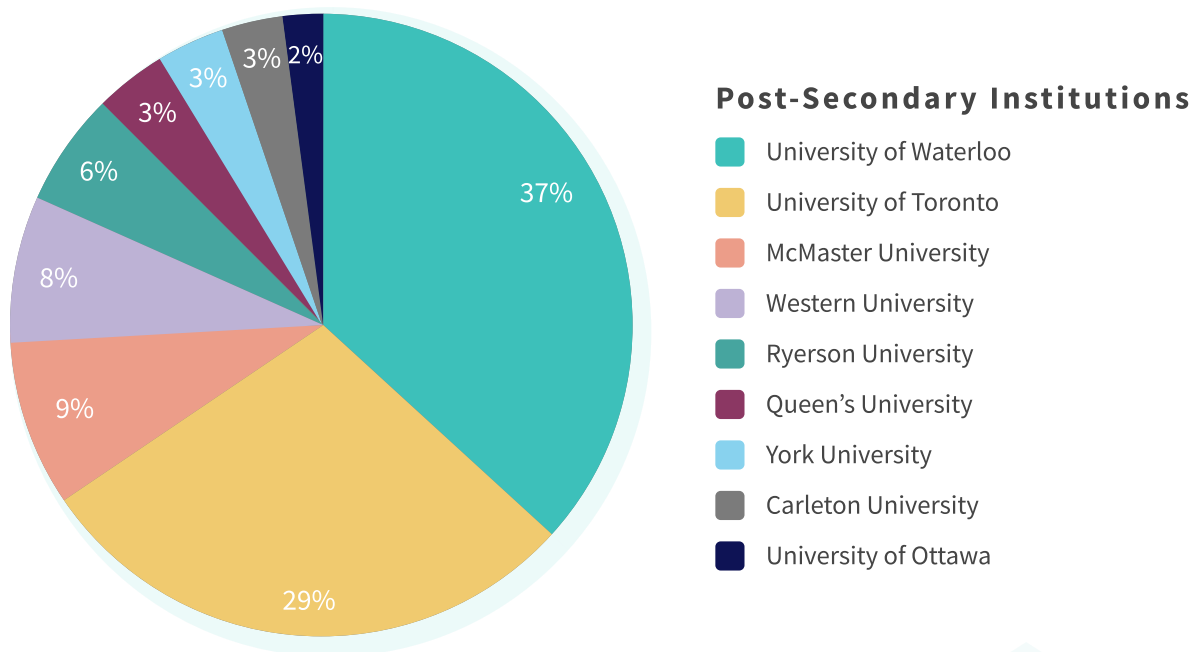
Presenting a Digital Hackathon

Hack the 6ix is monitoring the situation with the current COVID-19 pandemic and our organizing team is committed to evolving the event into a digital hackathon. We want to continue to provide valuable experiences and challenges to hackers as well as an opportunity for sponsors to get involved with students in a different format. Hack the 6ix will utilize all available resources to make sure that the event can run smoothly while everyone is social distancing in their own homes.
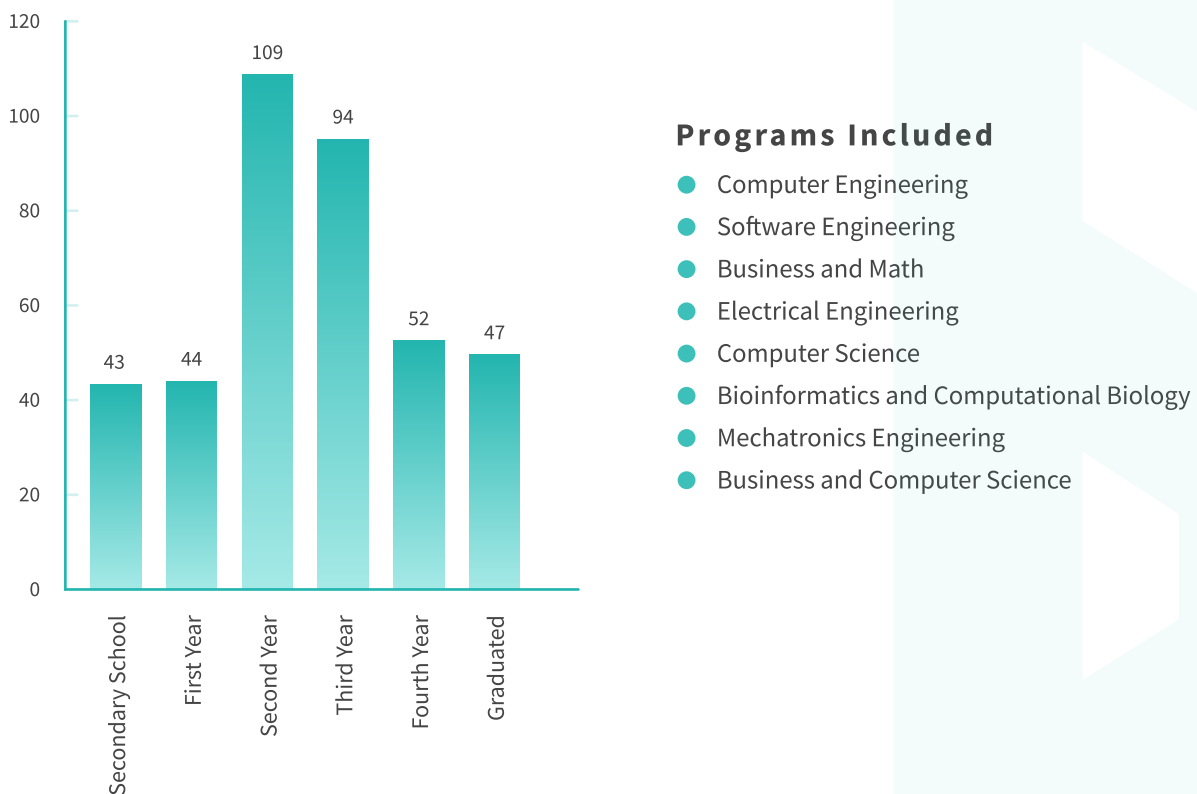
Commitment to Diversity

Hack the 6ix is committed to being an advocate for diversity by creating an inclusive and equitable environment for innovation. For the 2020 Hackathon, we plan on empowering more participation of women in technology through keynote speakers, panels with company representatives, and workshops. We hope to inspire more young women to explore careers in the technology sector and help them achieve their full potential. If your organization would like to be more involved with this initiative, please inform the sponsorship team and we will be happy to discuss your involvement!

Our Hackers

Top 10 Schools by Participation (2019)

Post-Secondary Institutions

- University of Waterloo — 37%
- University of Toronto — 29%
- McMaster University — 9%
- Western University — 8%
- Ryerson University — 6%
- Queen's University — 3%
- York University — 3%
- Carleton University — 3%
- University of Ottawa — 2%

Participant by Year of Study (2019)

Year of Study	Participants
Secondary School	43
First Year	44
Second Year	109
Third Year	94
Fourth Year	52
Graduated	47

Programs Included

- Computer Engineering
- Software Engineering
- Business and Math
- Electrical Engineering
- Computer Science
- Bioinformatics and Computational Biology
- Mechatronics Engineering
- Business and Computer Science

Past Events

Past Sponsors

Sponsor Tiers

GENERAL

	Bronze $500	Silver $1,000	Gold $2,000	Platinum $5,000
Send Representatives Virtually	◼	◼	◼	◼
Digital Sponsorship Booth	◼	◼	◼	◼
Hacker Challenge (Coding, Design, Online Karaoke, etc.)		◼	◼	◼
Digital Workshop		◼	◼	◼
Send Judges Virtually		◼	◼	◼
Email reachout to hackers via HT6 (Recruitment, etc.)			◼	◼
Keynote Speech			◼	◼
HT6 Planning Board				◼

RECRUITMENT

	Bronze	Silver	Gold	Platinum
Resumes (Pre/Post-Event)	Post	Post	Pre	Pre
Recruitment Speech		1.5 mins	3 mins	5 mins
Online Interviews				◼

BRANDING

	Bronze	Silver	Gold	Platinum
Logo on Promotional Material	S	M	L	XL
Social Media Posts	Shared	Individual	Spotlight	All
Demo Product/API	◼	◼	◼	◼
Title Sponsor - Set Theme				◼

In-Kind Sponsorship

Looking to promote your brand to our hackers in a different way? There is also the opportunity to sponsor software, shipping, prizes and more - email **sponsors@hackthe6ix.com** to get in touch.

Timeline

April: Start

June: Sponsor promotions begin on Hack the 6ix social media

July: Applications open

August: Sponsor welcome packages sent out

August 21-23: Welcome to Hack the 6ix, Toronto's largest summer hackathon

Let's Keep in Touch ✨

Contact

General Inquiry   sponsors@hackthe6ix.com

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(Business Development Director)

Social

Facebook   www.facebook.com/HackThe6ix/

Twitter   @HackThe6ix

Instagram   @HackThe6ix

LinkedIn   www.linkedin.com/company/hackthe6ixofficial/