



# HACK THE 6IX

## SPONSORSHIP PACKAGE 2021

August 20-22, 2021 | Virtual Event



# Meet the Hack the 6ix 2021 team!



# Building the Future

Hack the 6ix is the largest student-run, non-for-profit summer hackathon located in the heart of Toronto.

Every year, we select 500+ participants from a pool of over 1700 remarkable developers, designers, and innovators. Now in its seventh 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. In 2020, we organized an extremely well attended and well received virtual event with 90+ projects submitted over the weekend. Join us from Aug 20-22 for 48 hours of fully remote and fun-filled hacking!

## 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 follow up from a very successful 2020 event 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 socially distancing in their own homes.



# 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.

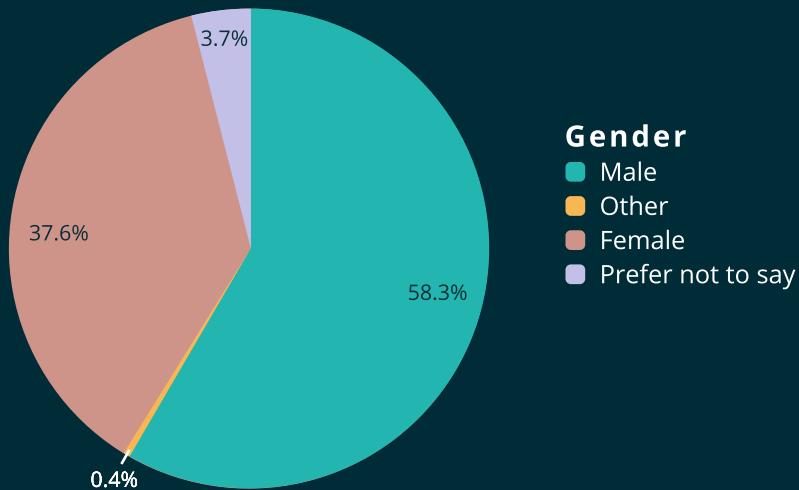
## Commitment to Diversity

Hack the 6ix is committed to being an advocate for diversity by creating an inclusive and equitable environment for innovation. In 2020 we took strides towards empowering more participation of women in technology through keynote speakers, panels with company representatives, workshops, and networking sessions. We want to continue with the same energy and hope to inspire more young women and underrepresented groups to explore careers in the technology sector and help them achieve their full potential. Additionally, having a completely remote event has helped break down physical barriers allowing us to host attendees from four continents!



# Our Hackers

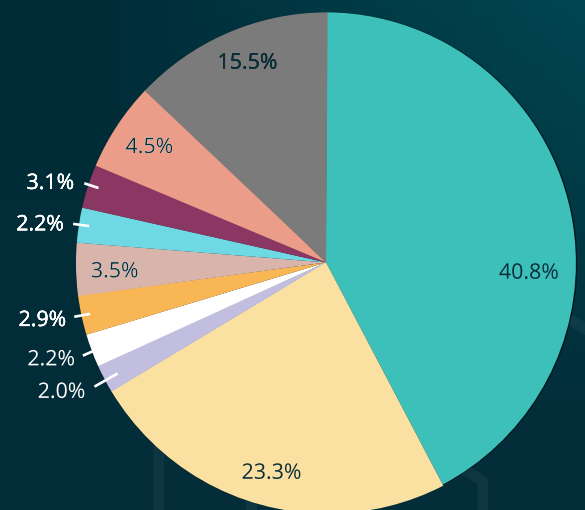
## Hacker Gender Distribution (2020)



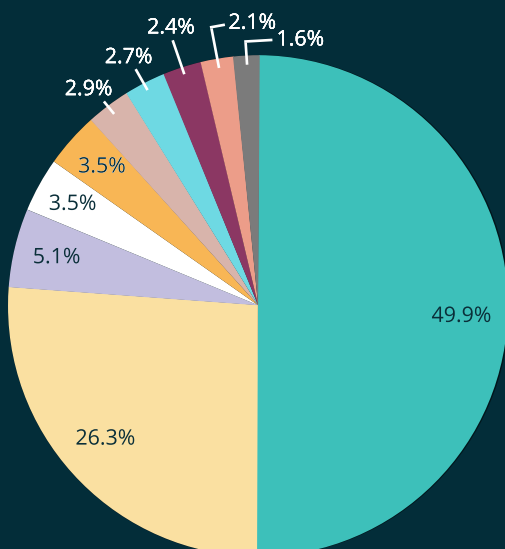
## Programs of Study (2020)

### Programs Included

- Computer Science
- Engineering
- Math
- Business
- Computer Science & Business
- Computer Engineering
- Design
- Mechatronics Engineering
- Software Engineering
- Other



## Top 10 Schools by Participation (2020)



### Post-Secondary Institutions

- University of Waterloo
- University of Toronto
- Western University
- University of British Columbia
- University of Waterloo - Stratford
- McMaster University
- McGill University
- Ryerson University
- York University
- Sheridan College

## Past Events



## Past Sponsors



**Autocode**



**Microsoft**

**accenture**

**CapitalOne**

**GEOTAB**  
management by measurement

**Rotman** | Master of Management Analytics

## Hacker Stats

**500+**

HACKERS

**1.5K+**

APPLICANTS

**90+**

PROJECTS

**12**

TIMEZONES

**\$46K**

PRIZES + SWAG

**200+**

WORKSHOP  
ATTENDEES

## Social Media Stats

**2369**

FOLLOWERS

**19323**



























IMPRESSIONS

**587**



INTERACTIONS












# Sponsor Tiers

GENERAL	 Bronze \$1,000	 Silver \$2,000	 Gold \$3,000	 Title \$5,000
Send Representatives				
Digital Sponsorship Booth				
Hacker Challenge (Coding, Design, Capture the Flag, etc.)				
Digital Workshop				
Send Judges				
Email reachout to hackers via HT6 (if they opt-in)				
Keynote Speech				
HT6 Planning Board				

## RECRUITMENT

Resumes (Pre/Post-Event)	Post	Post	Pre	Pre
Recruitment Speech		1.5 mins	3 mins	5 mins
Online Interview Rooms				

## BRANDING

Logo on Promotional Material	S	M	L	XL
Social Media Posts	Shared	Duo	Individual	Spotlight
Demo Product/API				
Company Swag shipped to Hackers				
Logo Watermark on all Streams				
Social Media Takeover				
Title Sponsor - Set Theme				



# Sponsor Tiers

## 🌟 Title Sponsorship (\$5,000)

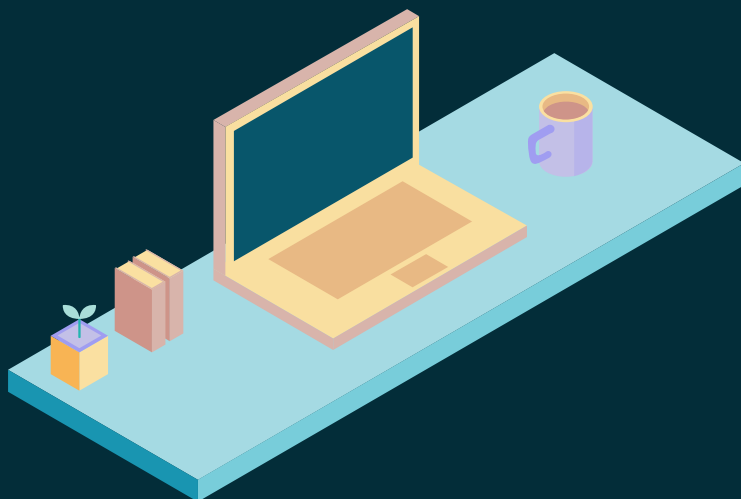
Max 2, first come first serve.

## 🌟 Gold/Venue Sponsorship (\$3,000)

The venue sponsor will automatically receive Gold tier benefits.

## 🌟 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](mailto:sponsors@hackthe6ix.com) to get in touch.



# Timeline

- **March:** Start
- **May:** Sponsor booth and workshop bookings available
- **June:** Sponsor promotions begin on Hack the 6ix social media
- **July:** Applications open
- **August:** Sponsor welcome packages sent out
- **August 20-22:** Welcome to Hack the 6ix, Toronto's Largest Hackathon

## How your contribution supports our hackers

**Hacker Gear:** T-shirts, shipping and other essentials

**Prizes:** Rewards for best ideas and implementations

**Platform:** Virtual Event space, Zoom, Streamyard etc

**Activities:** Different Workshops and Events for Hackers

**Marketing Costs:** Digital and Social media marketing

**General Costs:** Security, Web hosting and Miscellaneous costs



## Let's Keep in Touch ✨

### Contact

#### General Inquiry

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(Business Development Co-Director)

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### Social

#### Facebook

[www.facebook.com/HackThe6ix/](https://www.facebook.com/HackThe6ix/)

#### Twitter

[@HackThe6ix](https://twitter.com/HackThe6ix)

#### Instagram

[@HackThe6ix](https://www.instagram.com/HackThe6ix)

#### LinkedIn

[www.linkedin.com/company/hackthe6ixofficial/](https://www.linkedin.com/company/hackthe6ixofficial/)