



HACK THE 6IX

SPONSOR HANDBOOK 2022

August 19-21, 2022 | In Person Event



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 400+ participants from a pool of over 1500 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 19 - 21 for 48 hours of fully remote and fun-filled hacking!

Returning In-Person

Hack the 6ix is monitoring the situation with the current COVID-19 pandemic and our organizing team is committed to evolving the event into an in-person hackathon. We want to follow up from a very successful 2021 digital event to continue to provide valuable experiences and challenges to hackers as well as an opportunity for sponsors to get involved as we return to an in-person event. Hack the 6ix will utilize all available resources to make sure that the event can run smoothly while prioritizing everyone's safety under COVID-19 guidelines.



Vision

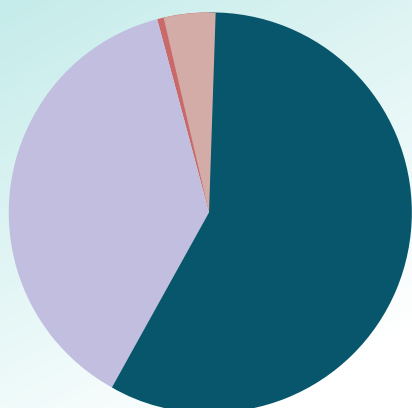
As a hackathon organized by students from universities across Canada, we hope to bring together the nation's talent by providing an interactive environment where attendees can be free to innovate and create under the guidance of our industry mentors. We aim to continue to successfully expand our organization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

Commitment to Diversity

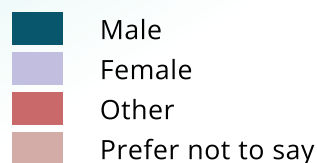
Hack the 6ix is monitoring the situation with the current COVID-19 pandemic and our organizing team is committed to evolving the event into a digital hackathon. We want to follow up from a very successful 2020 event to provide valuable experiences and challenges to hackers as well as an opportunity for 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.



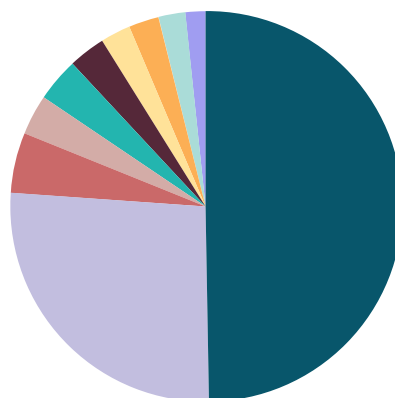
Our Hackers (2021)



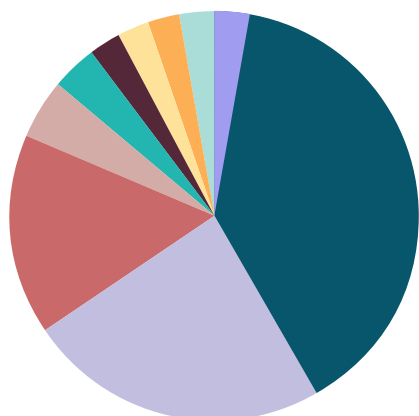
Hacker Gender Distribution



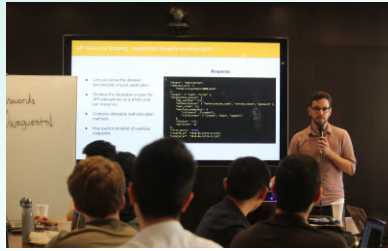
Top 10 Schools by Participation



Programs of Study



Past Photos



Past Sponsors



Hacker Stats

600+

HACKERS

1.3K+

APPLICANTS

90+

PROJECTS

12

TIMEZONES

\$46K

PRIZES + SWAG

200+

WORKSHOP
ATTENDEES

Social Media Stats

2811

FOLLOWERS

77439



IMPRESSIONS

1906

INTERACTIONS



Sponsor Tiers

GENERAL	 Bronze \$1,000	 Silver \$2,000	 Gold \$3,500	 Platinum \$5,000
Send Representatives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Sponsorship Booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hacker Challenge (Coding, Design, Capture the Flag, etc.)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Send Judges		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Workshop			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email reachout to hackers via HT6 (if they opt-in)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Keynote Speech				<input checked="" type="checkbox"/>
HT6 Planning Board				<input checked="" type="checkbox"/>

RECRUITMENT

Resumes (Pre/Post-Event)	Post	Post	Pre	Pre
Recruitment Speech			2 mins	5 mins
Online Interview Rooms			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recruitment Panel				<input checked="" type="checkbox"/>

BRANDING

Logo on Promotional Material	S	M	L	XL
Social Media Posts	Shared	Duo	Individual	Spotlight
Demo Product/API	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Swag shipped to Hackers			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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.

Venue Sponsorship

We are looking for sponsorship to support our return to an in-person hackathon. The venue sponsor will automatically receive Gold tier benefits.

Timeline

- **March:** Start partnership
- **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 19-21:** Welcome to Hack the 6ix, Toronto's largest summer 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

sponsors@hackthe6ix.com

Brian Lian (Co-Chair)

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Rena Li (Business Development Director)

rena@hackthe6ix.com

Social

Facebook:

<https://www.facebook.com/HackThe6ix>

Twitter:

<https://twitter.com/HackThe6ix>

Instagram:

<https://www.instagram.com/hackthe6ix>

Linkedin:

<https://www.linkedin.com/company/2230423>