hackBCA IV is the fourth annual hackathon hosted at the Bergen County Academies high school in Hackensack, New Jersey. It is one of the largest high school hackathons in the world. Created and planned solely by students, hackBCA is open to all high school students who are interested in exploring computer science and learning how to turn their ideas into reality, without regard to their prior programming experience.

hackBCA is a 24-hour long hackathon. Not to be confused with illegal and unauthorized programming, hacking in this context means quickly and intelligently creating a real application that others can use. We aim to offer students the access to computer science that the traditional education system lacks. By showing high school students that they have the power to turn their dreams into real products, we hope to inspire students to learn more about computer science once they leave the hackathon.

With hackBCA IV, we will be gathering 400 high school hackers, continuing our scholarship program for selected students, and continuing our Paths program. The Paths program allows hackers to choose a Path at the beginning of the event. Within each Path, hackers attend workshops, group sessions, and be able to win prizes related to their Path. This past year, we had 90 beginners enrolled in Paths, many of whom walked away with complete websites and iOS apps.

Our scholarship program brings high schoolers from local underserved communities to the hackathon, covering any travel costs, and provides them with a free laptop. By doing this, we hope to give these students the power to make their ideas a reality. In the past 2 years, we've had 60 students participate in the program, providing them with the tools they need to pursue their passion.

Additionally, each year, we strive to increase the amount of female coders at our hackathon. According to NPR, women account for only 20% of computer programmers in the US. Last year, 28% of our hackers were female students, and through community outreach each year we aim to raise this number. We also made a conscious effort to bring female role models and industry leaders to our hackathon as judges, speakers, and mentors. Getting female high schoolers involved in programming and STEM is one of our main focuses going into hackBCA IV.

hackBCA III was a success, with about 520 high school students from around the country attending. Influential technologists including Tom Lehman, Co-founder and CEO of Genius, Kate Machtiger, Senior Analyst at Luminary Labs and Forbes 30 under 30 Education recipient, and Chris Wanstrath, Co-founder and CEO of GitHub, attended and inspired students at hackBCA III.

Here are some of our favorite articles published about hackBCA:
- Bergen teens convince Reddit, Vine co-founders to judge their 'hackathon'
- Reddit, Vine Cofounders Come to Bergen County for hackBCA High School Hackathon
- How High School Hackathons are Changing STEM

WHY HELP US

Sponsors get the opportunity to:
- Help introduce computer science to high school students who would otherwise live their lives viewing programmers as magicians
  - Be there to help high school students overcome challenges at their first hackathon. When that student later starts new projects, convinces their friends to code, looks for a job, or retells the story of their first hackathon, there is one company that will stand out in that student's mind.
  - One never forgets their first hackathon experience, and nobody forgets the help they received and the people they met at their first hackathon.
- Have your company's swag (i.e., paraphernalia) distributed to the hackers
- Send a mentor; have your company represented at the hackathon
  - Encourage use of your API (if you offer one), answer questions, talk to potential users of your product
- API demo
  - Demo API or talk about your company at the beginning of hackathon
- Find some of the most talented high school hackers in the nation (soon to be most talented college hackers)
  - Recruit for an internship or job
- Advertise your brand to high school students
- Have your company and logo listed as a sponsor on our website and t-shirts, and mentioned at the kickoff and on our Facebook page

NOTE: All monetary sponsorship of hackBCA is tax exempt.

THE [YOUR COMPANY] SCHOLARSHIP

Last year, we provided thirty students from underserved communities with the resources to attend hackBCA IV. We provided transportation for these students to and from the hackathon, along with giving each student a laptop to keep. We're doing it again this year, providing thirty underprivileged students with the opportunity to attend hackBCA IV. By doing this, we hope to open doors to new opportunities and career options for these students.

HOW CAN YOU HELP

You can help make hackBCA possible in many ways.

Monetary sponsorships:
- Direct donations to hackBCA, allowing us to spend it on what we need
- Sponsor a meal
- Sponsor a side event

Non-monetary sponsorship options:
- Send company evangelists or engineers to promote your company, answer questions about your company, and mentor students
- Provide services (e.g., hosting, hardware) for students at the hackathon to use
- Provide food (snacks or a meal)
- Any other creative ideas you may have!

TIER	Alpha	Beta	Gamma	Delta	Co-Host**
COST ($)	1,500	2,500	4,000	6,000	Contact Us
GENERAL					
Mentors at hackBCA	✔	✔	✔	✔	✔
Demo at kickoff***	1 min	2 min	2 min	3 min	Keynote
Company talk at closing			1 min	2 min	5 min
Table in sponsors section	½ Table	½ Table	Full Table	Full Table	Full Table
Branded prize contributions****	✔	✔	✔	✔	✔
Provide Hardware for Hackers	✔	✔	✔	✔	✔
Workshops			✔	✔	✔
Side events				✔	✔
Lead a Path[†]				✔	✔
Celebrity Judge					✔
RECRUITING					
Onsite recruiters/evangelists		✔	✔	✔	✔
Recruiting material distribution			✔	✔	✔
Send an individual email to hackers[‡]					✔
BRANDING					
Thanked at kickoff	✔	✔	✔	✔	✔
Thanked at demos	✔	✔	✔	✔	✔
Logo on the hackBCA Website	✔	✔	✔	✔	✔
Listed on our API directory	✔	✔	✔	✔	✔
Logo on hackBCA t-shirt	✔	✔	✔	✔	✔
Company Banners	✔	✔	✔	✔	✔
Can distribute swag	✔	✔	✔	✔	✔
Ability to append content to hackBCA email blasts[†]		✔	✔	✔	✔
Logo on all pages of website					✔
Mentioned in press releases					✔
Sponsored meal					✔

PACKAGES		
Sponsor a Side Event	Sponsor a Snack	Sponsor a Meal
500	1,200	Contact Us

* — Terms are negotiable for all tiers

** — Co-Host tier is limited to two companies.

*** — Alpha tier demos at the opening ceremony must be strictly tech/API demos.

**** — To prevent a competitive atmosphere, prizes may be given after the hackathon or during events such as "Hacker Trivia".

† — Please contact us for more details

‡ — Emails will be sent through a hackBCA email account, on behalf of a sponsor.

Last Updated: 7.10.2016