

# hackBCA III

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hackBCA III is the third annual hackathon hosted at the Bergen County Academies high school in Hackensack, New Jersey. In March 2015, we hosted the second iteration 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. All students, from experienced programmers to complete novices, are encouraged to attend hackBCA where they can learn from mentors and each other.

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.

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, we are able to double our female attendees from our first year, improving from 17% to more than 34%. This year, we aim for a hackathon that is 40% female.

hackBCA II was a success, with about 470 high school students from around the country attending. More than 280 students were attending their first hackathon, and 270 of these students had never programmed before. Influential technologists including Tom Lehman, Co-founder and CEO of Genius, Eliot Horowitz, Co-founder of MongoDB, and Amanda Pouchot Judge, Co-Founder of Levo League and Together10, attended and helped inspire students at hackBCA II (<http://2015.hackbca.com/>).

There have been many articles written about hackBCA. Below are some of our favorites:

- [Bergen teens convince Reddit, Vine co-founders to judge their 'hackathon'](#)
- [Reddit, Vine Cofounders Come to Bergen County for hackBCA High School Hackathon](#)
- [Hundreds take part in Hackensack coding contest organized by students](#)
- [How High School Hackathons are Changing STEM](#)
- [Student-organized hackathon focuses on girls, underprivileged students in second year](#)

We hope to make hackBCA III an even bigger success, but we need your help.

Contact us for more information at [contact@hackbca.com](mailto:contact@hackbca.com).

## 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 II. 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 over forty underprivileged students with the opportunity to attend hackBCA III. 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

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	APIs	Marketing	Recruiting	Partner	Co-Host*
COST (\$)	<1,000	2,000	4,000	6,000	Contact Us
<b>GENERAL</b>					
Mentors at hackBCA	✓	✓	✓	✓	✓
Demo at kickoff**	2 min	1 min	2 min	3 min	Keynote
Company talk at closing				2 min	5 min
Full table in sponsors section			✓	✓	✓
Can give a branded or general prize contribution***	✓	✓	✓	✓	✓
Extended keynote at hackathon					✓
<b>RECRUITING</b>					
Recruiting material can be distributed			✓	✓	✓
Onsite recruiters/evangelists	✓	✓	✓	✓	✓
Ability to send out individual email to					✓

hackathon participants\*\*\*\*

## BRANDING

Thanked at kickoff	✓	✓	✓	✓	✓
Thanked at demos	✓	✓	✓	✓	✓
Logo on the front-page of the hackBCA website	✓	✓	✓	✓	✓
Logo on hackBCA t-shirt	✓	✓	✓	✓	✓
Mentioned in press releases.					✓
Placement of company banners at hackathon	✓	✓	✓	✓	✓
Logo on all pages of website					✓
Ability to add updates to hackBCA email blasts		✓	✓	✓	✓
<b>SWAG (i.e. paraphernalia)</b>					
Can distribute swag	✓	✓	✓	✓	✓

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

\*\* — API 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”.

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