



HACK LASSONDE

Project Sustainability

March 9-10, 2019

Bergeron Centre for Engineering Excellence

11 Arboretum Lane

North York

ON M3J 2S5



Welcome to Hack Lassonde!

You are cordially invited to our second annual hackathon taking place on March 9-10th, 2019, at the Bergeron Building at York University (Keele Campus).

We will be hosting over 200 students for approximately 36 hours, focusing on creating applications within a framework of sustainability. Although the event's organizing team is comprised of Engineering students, applications will be open to students in business, design, and computer science across the country to create exciting multidisciplinary software and hardware.

Why Sponsor a Hackathon?

Your company will benefit through:

- Recruiting from a pool of business savvy and tech-capable students, increasing the quality of applicants for your organization
- Promotion of your brand and company culture to the attendees as well as the larger student body within our advertisement sphere
- Creative solutions to relevant problems. Depending on your sponsorship tier, the opportunity to present an organization-specific challenge where students will be competing to most effectively solve your organization's problem.

For the full list of benefits and sponsorship tier specifications, please see the table below!

Recruitment



Valley
\$500



Hill
\$1500



Mountain
\$2,500

Engineers, Mentors, Recruiters
at the Hackathon



Table at Career Fair
throughout event



Recruitment Email



Access to resumes (filtered/unfiltered)



Recruitment Session



Live Interviews



Branding



Small



Medium



Large

Logo on swag

Logo on advertisements and website

Small

Medium

Large

Special opening and closing
ceremony acknowledgement



Product in hack swag pack



Promotion in opening ceremony



Regular social media shoutouts



Logo on banners and posters



Blurb on website



General



Acknowledgement during closing ceremony



Table throughout the event



Have own sustainability mission



Pre-event meeting with
executive team



Host a workshop



Sponsor a meal: \$1000
Every extra hour of workshop: \$250
Extra hour of recruitment session: \$250
Extra hour of live interviews: \$250

Sustainability and Security - Our Thematic Focus

Technology is often created with the intention that it will be obsolete, or break down within a few years. Other times, products may be pushed to market before security features are implemented, without the awareness of the dangers to the consumer.

We want to challenge this idea to weave integrity into the products our students create. Each project that we'll be fostering will choose an area of sustainability, and teams will be awarded points depending on how efficiently they reduce consumer risks specific to their product.

For our Students and Sponsors

We wanted Hack Lassonde to embody the idea of sustainability through as many mediums as possible such as food, activities & engagement by offering:

- Healthy and alternative food choices instead of the standard energy drinks, coffee and pizza that is often provided.
- Free 5 minute massages for 12 participants, each day.
- One-on-one Check-in sessions. We know that hacking can get intense. We'll be there to provide that support in a safe space.
- Midnight meditation and a morning yoga party! Staying active and practicing focus increases the efficiency of our students, but also our volunteers and mentors.
- Stress-busting Sessions. We've planned various events, such as bringing in a certified therapy dog for 1 hour, to help keep stress levels down and coding levels up!

We look forward to working together!
If you have any questions or concerns,
please email:

 sponsors@hacklassonde.ca