



## EARTHACK SPONSOR PACKET

April 21-23 | Fair Park | 36 Hours | 1,000+ Hackathon Attendees

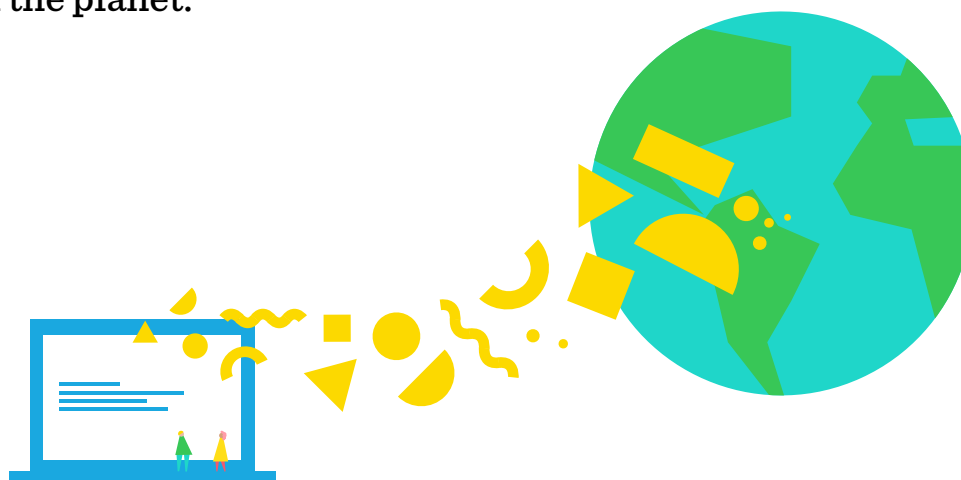
TECHNOLOGY

ENVIRONMENT

INNOVATIONS

# THE PARTNERSHIP

The 2017 year marks increased growth for HackDFW. We are proud to partner with Earth Day Texas to host EARTHACK, focused on environmental practices that impact social, ecological and financial facets. Utilizing new-age technology, concepts and research from our sponsors and the inventive spirit of our student and professional hackers, we look to the future for new innovations to arise to have positive impacts on profit, people and the planet.



# ABOUT HACKDFW

HackDFW is the largest hackathon in Texas, an event dedicated to enabling, educating, and empowering people in technology. Through our events, we foster a culture of innovation and ingenuity, building a community of likeminded hackers. Our events inspire students and professionals, newcomers and experienced, to create something new and learn from their peers in a supportive and friendly environment.

## HackDFW At A Glance



### World Renowned Judges

by leading companies Tesla Motors, Oculus Rift, Toyota Connected, American Airlines and more



**12,000+**

Student and professional applications



**4,500+**

Engineers and developers in attendance



**300+**

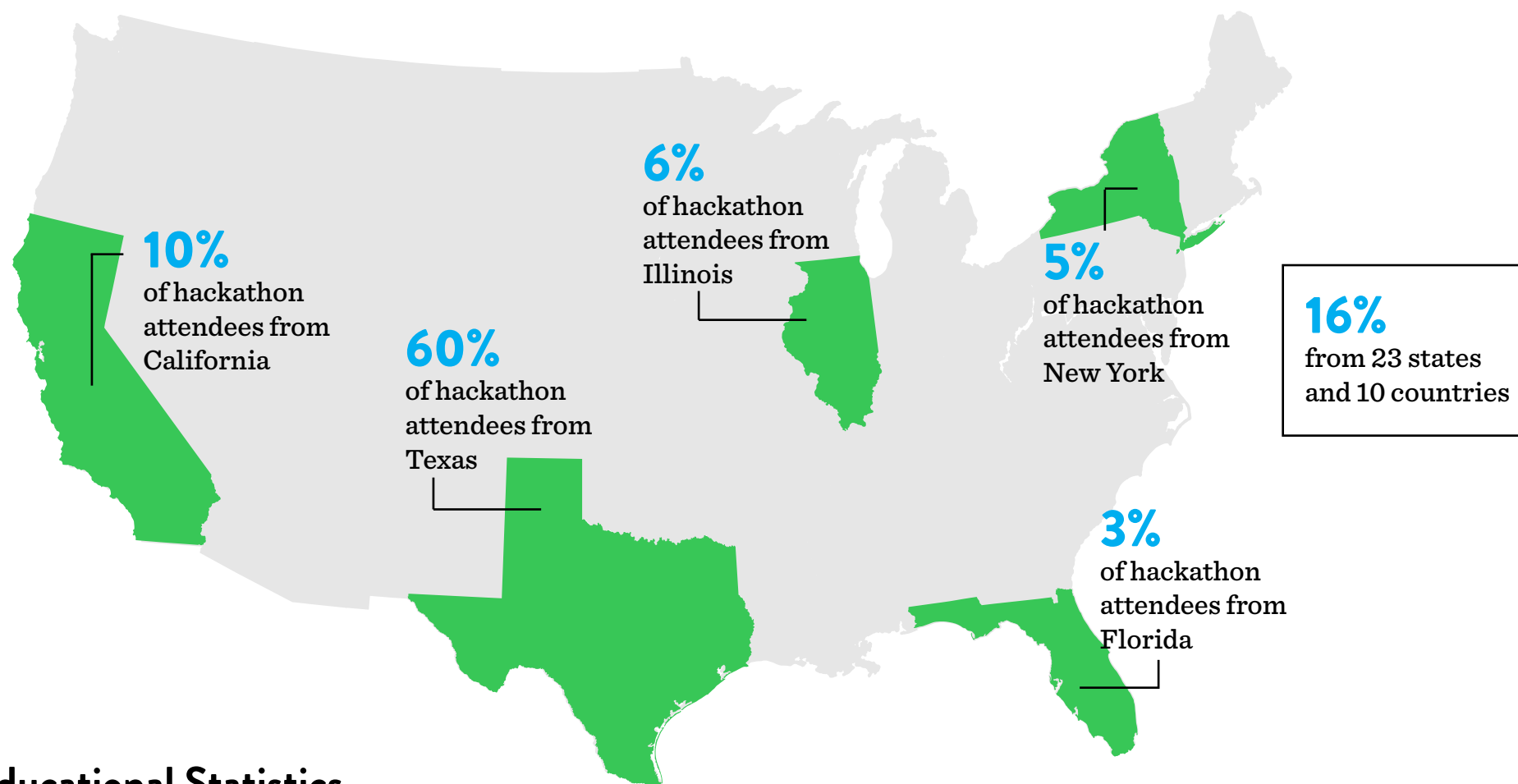
Universities represented from the US, Canada, Mexico, Europe and Africa



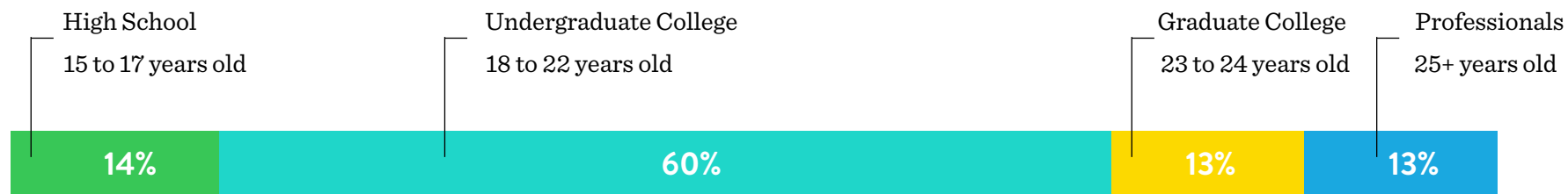
### Media Coverage

in Dallas Morning News, Huffington Post, WFAA, KERA, CW33 and LaunchDFW

# HACKDFW IN AMERICA



## Educational Statistics



# PAST JUDGES



**Mark Cuban**  
Entrepreneur &  
Mavericks Owner



**Mike Rawlings**  
Mayor of Dallas



**Doug Parker**  
CEO of American Airlines



**Jay Vijayan**  
Former CIO of  
Tesla Motors



**John Carmack**  
CTO of Oculus



**Steve Basra**  
VP of Toyota Connected, Inc

# PAST SPONSORS







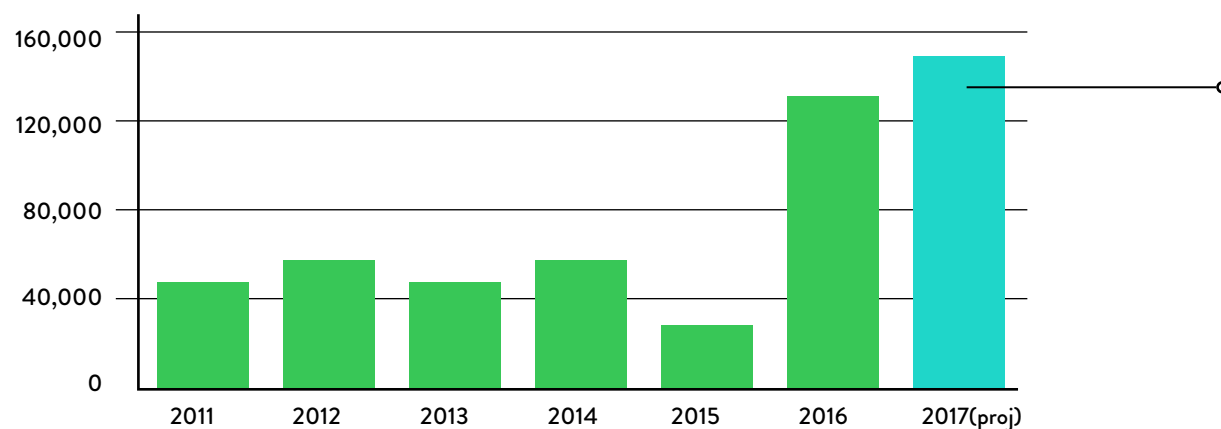
# EARTH DAY TEXAS

## *The World's Largest Environmental Exhibition and Conference*

Earth Day Texas is a place where environmentally conscious organizations, businesses, institutions, and attendees get together to have fun learning about conservation and sustainable solutions that will make a difference today, tomorrow and every day thereafter. In 2016, Earth Day Texas connected 130,669 attendees with sponsors, exhibitors, and speakers from environmental nonprofits, businesses, government agencies, and academic institutions.

# EARTH DAY TEXAS FACTS 2016

## EDTX ATTENDEE GROWTH



**150,000**  
ATTENDEES  
EXPECTED

## MEDIA RECAP



## MEDIA PARTNERS





# Sponsorship Packages

	Name Sponsor contact us	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000
GENERAL	Mentors	●	●	●	●
	Distribute API/Product	●	●	●	●
	Demo/Rep Table(s) <sup>1</sup>	●	●	●	●
	Kickoff Talk (2 mins) <sup>2</sup>	●	●	●	●
	Extra Demo/Rep Table	●	●	●	●
	Promotional Email Blast	●	●	●	●
	Judge	●	●	●	●
	Tech Talk (30 min)	●	●	●	●
	Keynote	●	●	●	●
	Multiple Challenge Prizes	●	●	●	●
RECRUITING	Recruiting Materials	●	●	●	●
	Recruiters Present	●	●	●	●
	Access Student Resumes	●	●	●	●
	Early Access to Resumes	●	●	●	●
	Private Interview Room	2 rooms	1 room	●	●
BRANDING	API Blurb in API Directory	●	●	●	●
	Distribute Company Swag	●	●	●	●
	Logo on Website	●	●	●	●
	API Prize <sup>3</sup>	●	●	●	●
	Recognition During Kickoff	●	●	●	●
	Logo on T-Shirt <sup>4</sup>	●	●	●	●
	Logo on Marketing Material	●	●	●	●
	Co-Branded with HackDFW	●	●	●	●
EARTH	Sponsorship Tier Benefits <sup>5</sup>	partner	steward	supporter	●
	Exhibition Space (sqft)	600	400	200	200
	Sponsorship Banquet	6 seats	4 seats	2 seats	2 seats

<sup>1</sup> Silver tier: (1) 6'x2' table, Gold+: (2) 6'x2' tables











































































































































<sup>2</sup> Limited to the first 5 Silver sponsors

<sup>5</sup> See Earth Day sponsorship packet for more details

<sup>3</sup> Sponsors must provide their own prizes

<sup>4</sup> Sponsorship must be finalized by March 2017

# Earth Day Texas Benefits

		Name Sponsor contact for info	Major Sponsor contact for info	Dept Sponsor contact for info	Partner \$50,000	Steward \$25,000	Supporter \$10,000
EVENT	All EDTx Promotional Materials						
	Custom Naming Rights						
	Exhibit Space (Square Feet)	2,400	1,600	1,000	600	400	200
	Event Naming Rights						
	PA Recognition Announcements						
	RFID Registration Attendee Data						
	Entrance - Exhibit Halls						
	Stage Signage - Keynote Stage						
	Event Merchandise - Logo Inclusion						
	Event Directional Signage						
	Stage Signage - Music Stage						
	Stage Signage - Speaker Stages						
PROMOTIONAL	Thursday Sponsor & Exhibitor Breakfast	2 tables	1 table	8 seats	6 seats	4 seats	2 seats
	Friday Business Luncheon	2 tables	1 table	8 seats	6 seats	4 seats	2 seats
	Friday Night Dinner Banquet(s)	2 tables	1 table	8 seats	6 seats	4 seats	2 seats
	Saturday Night Dinner Banquet(s)	2 tables	1 table	8 seats	6 seats	4 seats	2 seats
	Banquet Opening Remarks						
	Event Gift Bag Item Placement						
	Banquet Gift Bag Branding						
	Branding on all Banquet Stages						
MEDIA	Dallas Water Bill Inclusion (230,000)						
	EDTx Website - Custom Native Content						
	EDTx Website - Exhibitor Listings						
	EDTx Website - Sponsor Logo & Bio						
	Event Guide - Advertisement <sup>1</sup>	Full Page+ <sup>2</sup>	Full Page+ <sup>2</sup>	Full Page	Full Page	1/2 Page	1/4 Page
	Press Release - Dedicated						
	Press Release - Inclusion in All Releases						
	Social Media Campaign						
	TV, Radio, Outdoor, Online and Print						

<sup>1</sup> (Online / Sunday Dallas Morning News Insert)

<sup>2</sup> IC/BC included as well

# JOIN US



For sponsorship and partnership opportunities,  
contact us at

**[sponsorship@hackdfw.com](mailto:sponsorship@hackdfw.com)**

**[hackdfw.com](http://hackdfw.com)**

**214-989-5511**