



EARTHACK

EARTHACK SPONSOR PACKET

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

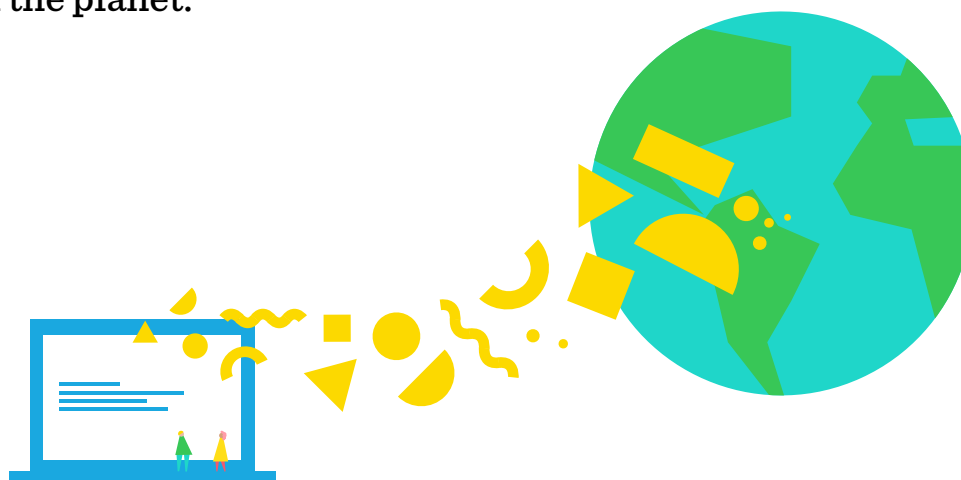
TECHNOLOGY

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+

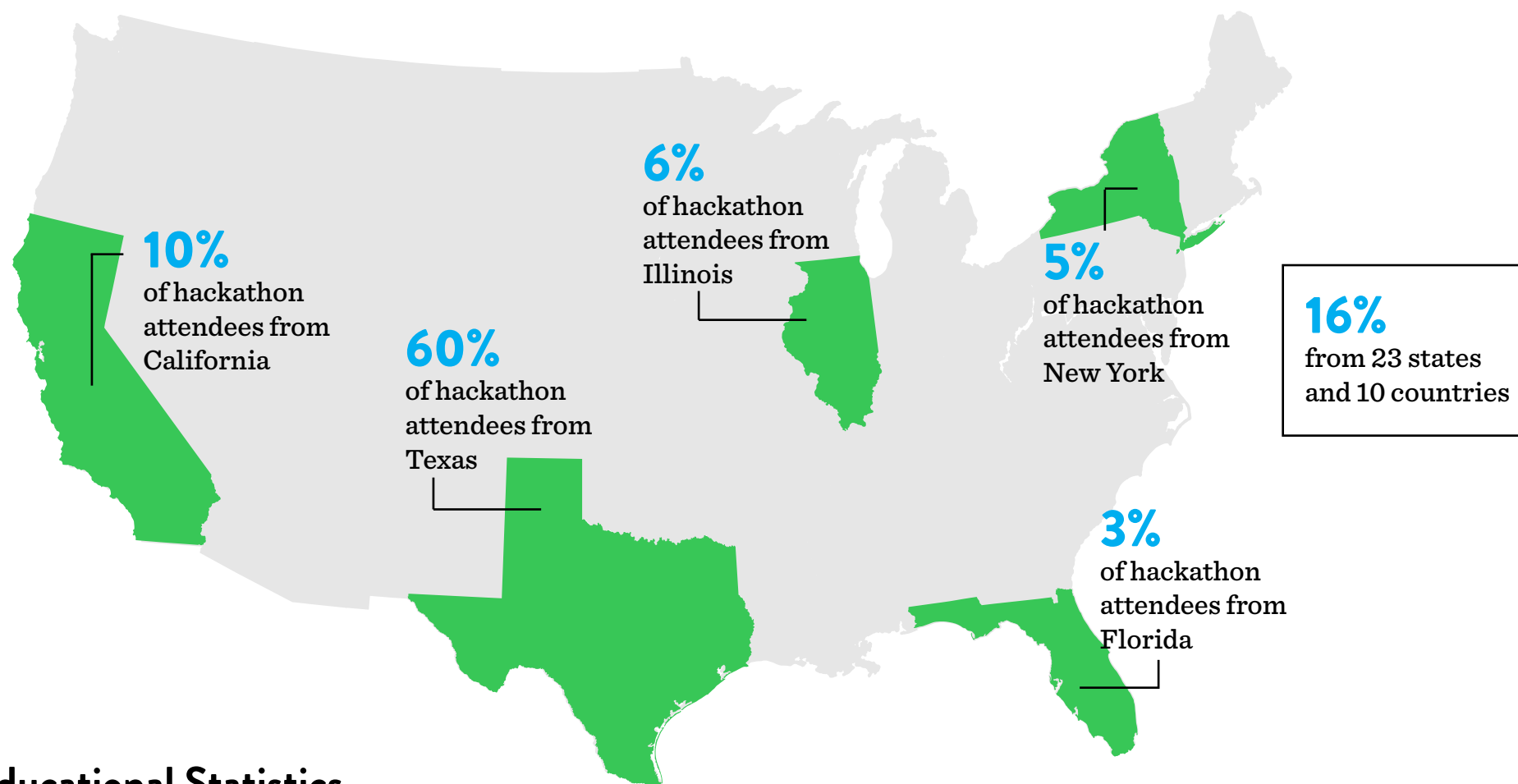
Universities represented from the US, Canada, Mexico, Europe and Africa



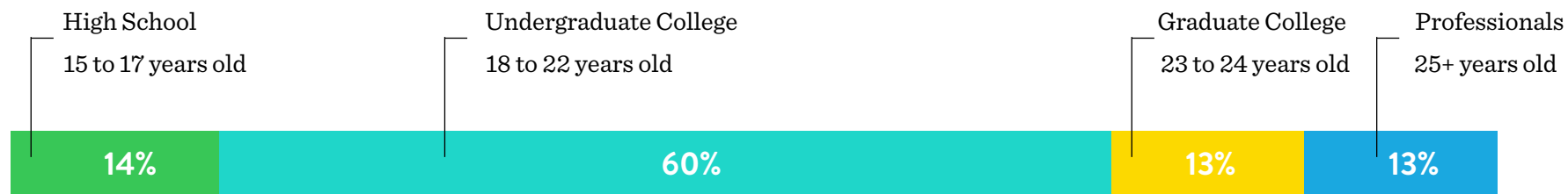
Media Coverage

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





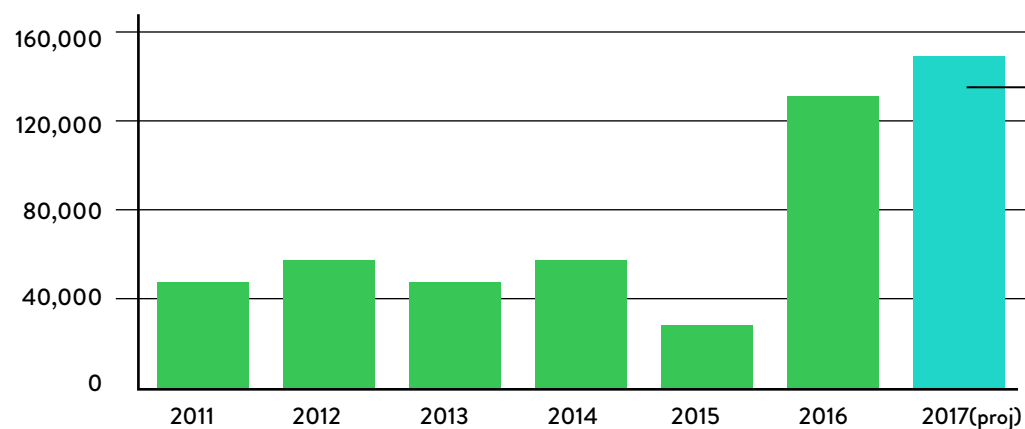
EARTH DAY TEXAS

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) ¹	●	●	●	●
	Kickoff Talk (2 mins) ²	●	●	●	●
	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 ³	●	●	●	●
	Recognition During Kickoff	●	●	●	●
	Logo on T-Shirt ⁴	●	●	●	●
	Logo on Marketing Material	●	●	●	●
	Co-Branded with HackDFW	●	●	●	●
EARTH	Sponsorship Tier Benefits ⁵	partner	steward	supporter	●
	Exhibition Space (sqft)	600	400	200	200
	Sponsorship Banquet	6 seats	4 seats	2 seats	2 seats

¹ Silver tier: (1) 6'x2' table, Gold+: (2) 6'x2' tables




















































































































² Limited to the first 5 Silver sponsors

⁵ See Earth Day sponsorship packet for more details

³ Sponsors must provide their own prizes

⁴ 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
	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
	Friday Business Luncheon	2 tables	1 table	8 seats	6 seats	2 seats
	Friday Night Dinner Banquet(s)	2 tables	1 table	8 seats	6 seats	2 seats
	Saturday Night Dinner Banquet(s)	2 tables	1 table	8 seats	6 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 ¹	Full Page+ ²	Full Page+ ²	Full Page	Full Page	1/2 Page
	Press Release - Dedicated					
	Press Release - Inclusion in All Releases					
	Social Media Campaign					
	TV, Radio, Outdoor, Online and Print					

¹ (Online / Sunday Dallas Morning News Insert)

² IC/BC included as well

JOIN US



For sponsorship and partnership opportunities,
contact us at

sponsorship@hackdfw.com

hackdfw.com

214-989-5511