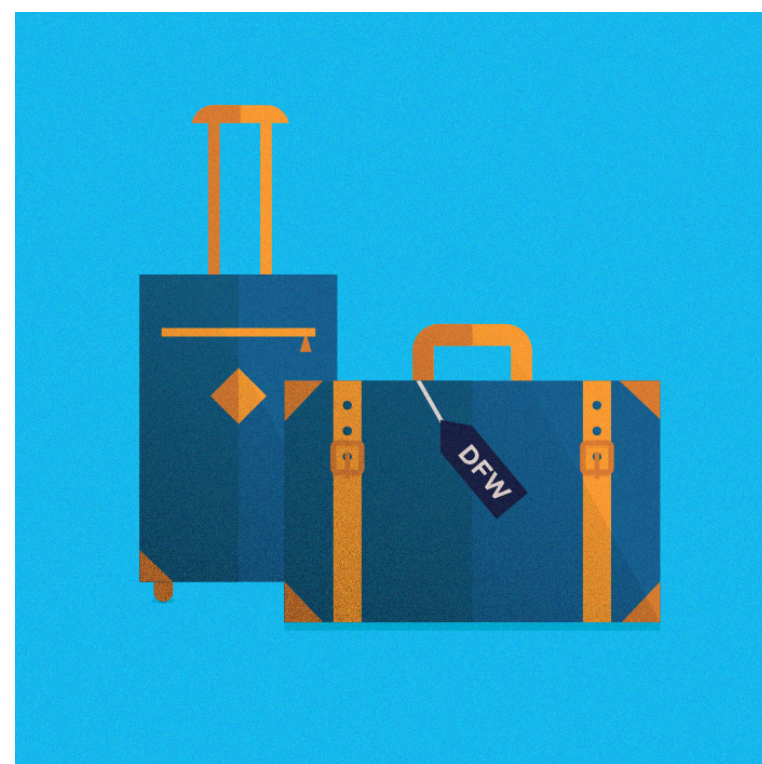# HackDFW Sponsorship Packet

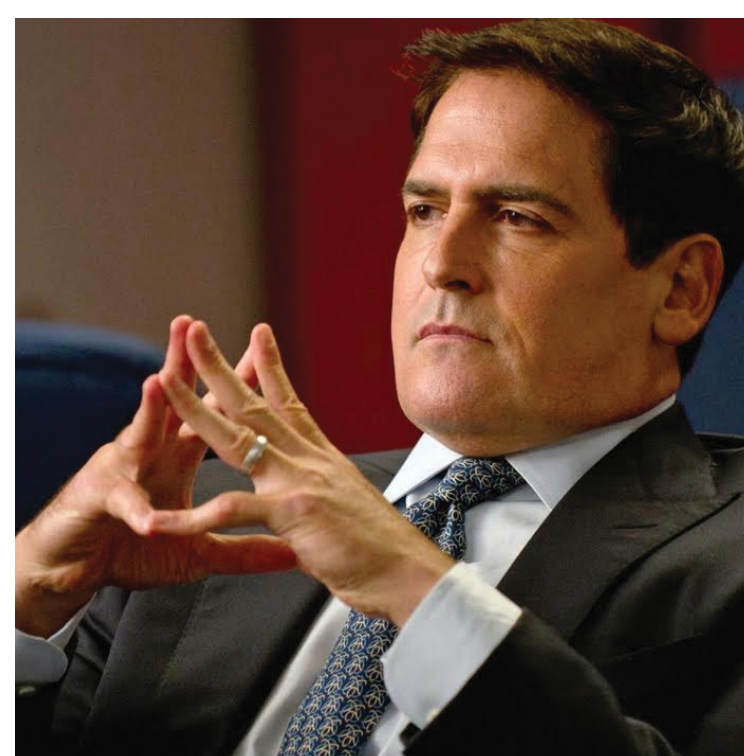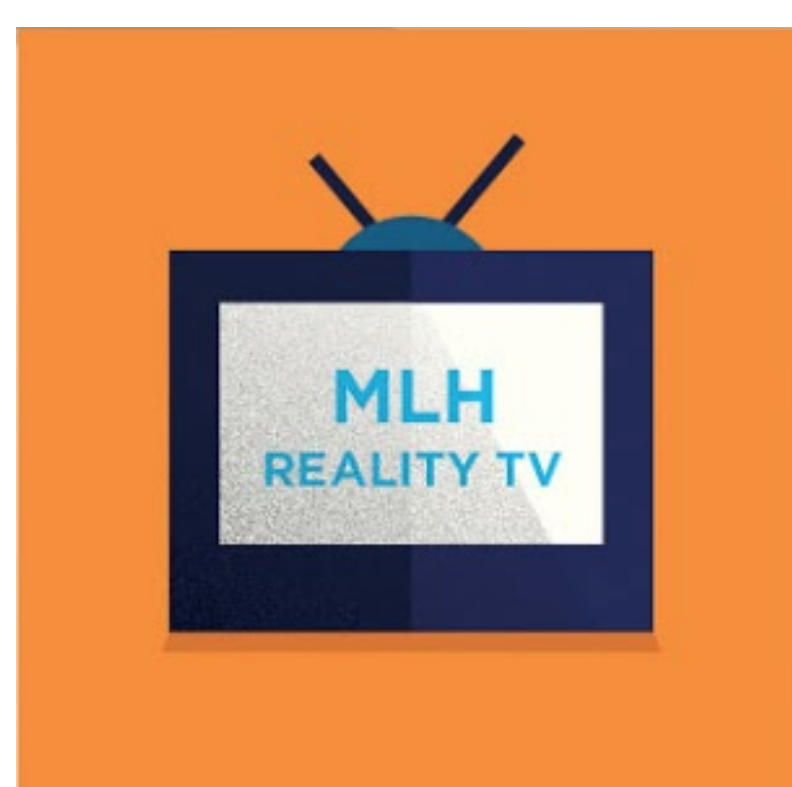2016

sponsorship@HackDFW.com

2015 at a Glance

1600+ applications during registration period.

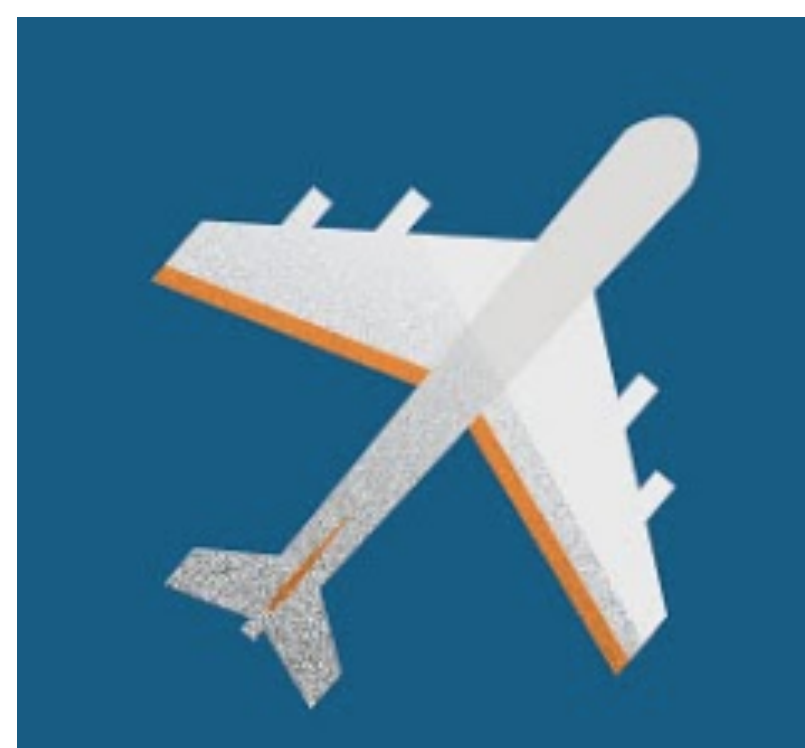65+ distinct universities represented; from Canada, Mexico, and the US.

World famous judges such as Mark Cuban, Doug Parker (CEO of American Airlines), and Michael Irvin (three time super bowl champion)

First filming of "Hackathon TV" produced by MLH.

1000+ developers/engineers in attendance.

*a fill list of HackDFW stats for 2015 and links to news publications is available at **bit.ly/hackdfwstats2015**

First off, the organizers of HackDFW would like to take a moment to thank you for taking the time to hear us out. Our team is passionate about making HackDFW an amazing and memorable experience for all who attend, and we are working tirelessly to make that dream a reality.

Let's Get Started

We have very high expectations for HackDFW, as do the students who are planning to attend; however, none of it would be possible without the help of the wonderful sponsors who have joined our team.

While we've made tremendous progress towards our goals, we still have quite a way to go. We're hoping you'll be interested in HackDFW, and we'd love to take a few moments to show you why we think you'd be a good fit…

So, Why Should You Sponsor HackDFW?

Well for starters, we are completely organized by students, for students, which is pretty unique for North Texas. We are expecting a substantial number of attendees from Texas and the surrounding states, and among them will be some of the most talented college hackers ready to use their skills to create cutting-edge software and hardware creations. Sponsoring HackDFW will put you face-to-face with all of them, and trust us… they are eager to meet you.

Whether you're a start-up or a Fortune 500, Sponsoring HackDFW will also give you a unique opportunity to meet some of the top engineering talent from across the country. Not only will you get the chance to talk about your API or hardware with attendees, but you'll also get the chance to show off what your software or hardware is capable of after our hackers create something amazing with it.

HackDFW is going to be a hackathon like no other, and we'd like you to be a part of it.

HACKDFW

sponsorship@HackDFW.com

Interested? Let's Talk Sponsorship Packages

We have Sponsorship packages to fit every budget and now we'll break down each of these packages based on what general perks you will receive and what recruiting and branding opportunities will be available to you. If you'd still like to be a part of HackDFW but these packages don't work with your budget, get in touch.

		BRONZE $10,000	SILVER $25,000	GOLD $40,000	PLATINUM $55,000	NAME SPONSOR Bidding starts at $75k
General	Mentors		●	●	●	●
	Distribute API/Product	●	●	●	●	●
	Demo/Rep Table(s) [1]	●	●	●	●	●
	Kickoff Talk (2 mins) [2]	○	●	●	●	●
	Demo/Rep Table(s) x2	○	○	●	●	●
	Promotional Email Blast	○	○	●	●	●
	Judge	○	○	○	●	●
	Tech Talk (30 min)	○	○	○	○	●
	Keynote	○	○	○	○	●
	Multiple Challenge Prizes [3]	○	○	○	○	●
Recruiting	Recruiting Materials	●	●	●	●	●
	Recruiters Present	○	●	●	●	●
	Access Student Resumes	○	○	●	●	●
	Early Access to Resumes	○	○	○	●	●
	Private Interview Room	○	○	○	1 room	2 rooms
Branding	API Blurb in API Directory	●	●	●	●	●
	Distribute Company Swag	●	●	●	●	●
	Logo on Website	●	●	●	●	●
	API Prize [3]	●	●	●	●	●
	Company Mention During Kickoff	○	○	●	●	●
	Logo on T-Shirt [4]	○	○	●	●	●
	Logo on Marketing Material	○	○	●	●	●
	Co-Host HackDFW	○	○	○	○	●

1 - Silver tier: (1) 6'x2' table, Gold+: (2) 6'x2' tables
2 - Limited to the first 5 silver sponsors
3 - Sponsors must provide their own prizes
4 - Sponsorship must be finalized by November 2015

Ready to be a part of HackDFW?

We really hope you are as excited about HackDFW as we are, but you might be curious about how we plan on utilizing our budget. After all, HackDFW is a non-profit event.

Transportation

HackDFW will be providing buses and/or transportation reimbursement from Texas schools such as the University of Texas at Austin, Texas A&M University, and RICE.

Refreshments & Brain Fuel

It's important to keep our hackers focused and happy, so we're providing standard meals for all attendees. We'll also provide constant access to drinks, snacks, and a stockpile of energy drinks.

Logistical Supplies

To make HackDFW as seamless as possible, we'll provide additional equipment as needed to keep hackers hacking. Examples include power strips, AV equipment, mobile internet, storage containers, and more.

Entertainment

Hackathons aren't just about hacking… they are about having fun, and we want to make sure our attendees have as much of it as possible.

Promotional Material

In order to provide the best marketing experience for our sponsors and for the event itself, HackDFW will invest funds in a website, banners, web ads, email blasts, and more promotional services.

Prizes & Swag

To really ignite competition and excitement, we're planning on giving out tons of great swag and prizes. We'll also give out sponsored prizes, which is a great motivator to get hackers using your product.

If you have any questions for us, let us know at
sponsorship@HackDFW.com

Thanks.

- HackDFW Organizers