2nd Annual Hack for the Sea

A Hackathon about Marine Science in Volatile Times

Sponsorship Prospectus

"Hack for the Sea brought together ocean experts from the local and national level along with a terrific group of hardware hackers, software engineers, and product designers. For a first year event, it's output was truly impressive with everything from fish stock mobile apps, to remote water turbidity monitoring, to sea level rise data analysis. I can't wait for this year's event.

- *Jim Salem, CTO, Komand Inc.*

Sponsorship Inquiries: Mark Henderson
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Executive Summary

Hack for the Sea is an annual hackathon that pits students and professionals against some of the toughest challenges facing our ocean. Your sponsorship of this event you will enable collaboration between professionals and students to **create working solutions to pressing environmental challenges.**

Software consultancy **MRH.io**, in partnership with Gloucester's own **Ocean Alliance** and **Kestrel Educational Adventures**, is proud to be hosting the 2nd annual Hack for the Sea. The event will take place at Ocean Alliance headquarters, September 15-17, 2017.

Why are we doing this?

The ocean is easily the biggest, most important thing on planet Earth. Properties like PH levels and algae bloom size can affect every single living thing on earth, so a hackathon focused on it only makes sense. Locally, Cape Ann itself the oldest still-active fishing community in America. it has also been referred to as an "affluent, but underserved" community - good primary school systems but no opportunities, and no four year colleges.

By supporting this hackathon, you can help us directly address all of these problems. Not only will we be able to present the solutions to relevant marine experts, students and professionals will gain experience in teamwork across a generational divide. Last year, we saw hydrophones placed on lobster traps, android apps that communicated with dolphins, as well as a DIY water measurement kit for citizen science.

Event Format

The weekend will begin Friday, September 15 at 7pm. There will be a panel discussion about the problem statement of the hackathon: **How Can We Conduct Marine Science in Such Volatile Times?** Specific issues will be revealed in more detail that night. Participants will then form teams and attend a group dinner in downtown Gloucester, MA.

On the next day, Saturday September 16, at 10AM, the hackathon will officially begin. For the next 30 hours, the hackers will work on doing what they can in the time allotted to come up with the best solution for the problem at hand. Throughout the event, students, mentors, and attending sponsors will have access to:

- A workspace with high-speed Internet
- Subject matter experts and technical mentors
- Lightning talks and workshops to help teams create the best possible submission
- Catered food on Saturday and Sunday
- An unbelievable view of the harbor

Finally, on Sunday afternoon around 4pm, we will begin final presentations and then judging. Each team will present and a panel of judges will decide the winner. The winning team will receive prize money and a photo opportunity.

Accessibility & Inclusion

Our event is one that is committed to being inclusive and accessible. To this end we have a Code of Conduct, offer meal options for all diets, and a goal to provide on-site childcare so parents will not be left out.

Sponsorship Levels	$2500 Crew	$5000 First Mate	$10,000 Quartermaster	$15,000 Captain
Logo placement and links on our website, and relevant, thoughtful social media mentions	✓	✓	✓	✓
Mention in pre-workshop and post-workshop emails to attendees	✓	✓	✓	✓
Logo on T-shirts	✓	✓	✓	✓
Bring Hardware to Share	✓	✓	✓	✓
Send mentors to work directly with participants	✓	✓	✓	✓
Option to host a workshop		✓	✓	✓
"Meals provided by…"		✓	✓	✓
Space for table or floor stand for marketing materials (we can set up for you if you can't attend)		✓	✓	✓
Swag in the Bag		✓	✓	✓
Recruitment Materials in the Bag			✓	✓
Speak before opening panel discussion			✓	✓
Judge final hacks			✓	✓
Your name next to the hackathon, as "presented by" *				✓

* Available to the first Captain sponsor only

Why Should You Sponsor?

- You will have access to top-notch local developers and students
- Support the continued innovation of the Cape Ann region
- These events have proven to be popular in our area given the large student and professional population, as well as its proximity to the major tech innovation hub of Boston and Cambridge.
- The ongoing contact will provide allow for many points of contact with attendees and ensure the training creates a more lasting impression than most one day events
- Coordination with hackathon subject matter experts and peer mentors, both in-person and remote
- In the end, everybody will have an awesome time while we will all be looking at your marketing collateral, and taking home your swag as souvenirs!

How to Get the Most out of Sponsorship

The easiest way is to simply *let us know what you need!* Otherwise, here are some ideas:

PROMOTE COMPANY APIs

- Expose students to company technology
- Watch participants build a quick and effective prototype of a new product using your tech
- Receive valuable API and product feedback

PROVIDE HARDWARE

- Diversify hacker experience and project possibilities
- Examples: Raspberry Pi, Arduino, Amazon Echo, Nest, Particle.io Boards, etc...

SEND MENTORS AND GURUS

- Advise on company APIs and procedures
- Contribute expertise to guide project conceptualization, refinement, and design
- Provide API demos and additional outlets for hacker education in the form of deep dive workshops and talks

SEND RECRUITERS AND HR STAFF

- Sell your company to the next generation workforce and provide targeted information about jobs and internships
- Develop relationships with hackers and create positive company experiences and rapport for continued association

SEND COMPANY SWAG

- Build company brand recognition by allowing hackers to interact with your company, even if not face-to-face

GIVE WORKSHOPS AND TECH TALKS

- Educate hackers on the fundamentals of the available APIs applications
- Provide and oversee innovative uses for preexisting technology
- Introduce a range of new technologies and possibilities to hackers

GIVE TECHNICAL ADVICE

- Team Programming
- How to Open Source
- Data Science Techniques
- IoT Product Design
- Hacking for Social Impact

GIVE ENTREPRENEURIAL ADVICE

- What It Takes to Pitch Your Idea to Investors
- Creating a Business Plan
- Building a Marketing Website

What are the deadlines?

Hack for the Sea starts on Friday, September 15th at 7:00PM and ends the following Sunday, September 17th at 6:00PM. In order to be fair to all sponsors we ask that any checks or payments are transmitted/postmarked by **Friday, August 18th 2017**. Please contact mark@mrh.io with any questions or specific needs. Thank you!