



# HACK(H)ER



# 413

20  
22

Join us today to be a sponsor of the first all-women (cis and trans) and non-binary student empowering virtual hackathon in Western Massachusetts!

University of  
Massachusetts,  
Amherst

24 Hours  
February 5th-6th  
2022

Featured in the 2021  
Grace Hopper  
Conference

# ALL ABOUT HACKHER413

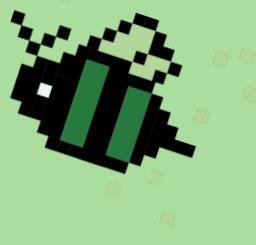
**Encourage Inclusivity**  
**Celebrate Beginner Hackers**  
**Empower All Women**

**The first all-women (cis and trans) and non-binary student empowering hackathon in Western Massachusetts.**

Our mission is to encourage women in the UMass Amherst and Five College community (and beyond) to get involved in tech-related fields and explore a new spark of interest in innovation regardless of their major or different backgrounds. At UMass Amherst, we champion ourselves in our strive for **diversity**, a unique characteristic brought to HackHer413 as we are a **safe** atmosphere for women of all gender, ethnic, or socioeconomic backgrounds to innovate and have fun.



# WHY VIRTUAL?

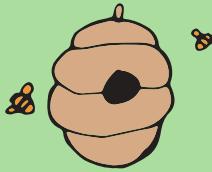


In light of COVID-19, our team has made the decision to move this year's hackathon online. Although we are sad to lose our in-person environment, hosting a hackathon on an online platform gives our attendees more opportunities to **innovate**, and we are able to engage hundreds of attendees **digitally**. Our team is excited to build an awesome and **inclusive** space for everyone to work on unique projects together and learn new skills during our 24-hour event.



It is our goal to make this event as close to an in-person hackathon as possible! Hack(H)413 2021 will have **virtual** workshops, speakers networking sessions where attendees can directly interact with sponsors, mentors, and other participants!





# BACK-END DEVELOPMENT

## COLLEGE OF INFORMATION AND COMPUTER SCIENCES

HackHer413 is closely supported by UMass Amherst's College of Information and Computer Sciences. The hackathon works closely with the Diversity and Inclusion Office as well as CICS Careers.

## SPONSOR & PARTNER COMPANIES

Our sponsor and partner companies fuel the innovation and community at our event. Sponsorships and non-monetary donations help us increase the quality of the event in terms of virtual event platform, prizes, swag, and hardware

## ENTIRELY STUDENT RUN ORGANIZATION AND EVENT

HackHer413 was founded by graduate computer science students Katie House and Shreya Sharma . The event is completely organized and run by students in all aspects such as financials, logistics, marketing and more!



# Past Attendee Project Highlights

Please visit [www.hackher413.com/projects](http://www.hackher413.com/projects) to see more past projects!

## Inzpire from 2020 Virtual Hackathon

Inzpire is a platform that allows users to describe their problems, upload media, and react to each other's pain. Users can browse different problems and take up a challenge of their liking. Users can also view previous challenges and posts made by other users. Users are encouraged to post regular updates on tackling the challenge.



## Ladki from 2019 Hackathon

SunDial is a prototype of a personalized wearable device that predicts the menstrual cycle. It captured body vitals like wrist skin temperature, pulse rate, and heartbeat sensors to train a prediction model for each individual to predict different phases of a menstrual cycle. The team used Arduino, Google Cloud AutoML, Docker and Flask for this product. This project won Best Social Good Hack and Best Use of Data Hack.



## SoundClutch from 2019 Hackathon

SoundClutch is a program that senses the environment and determines when a significant event is happening and whether the speaker needed to lower or raise its volume in response to the event. The team programmed distance sensor HC-SR04 mounted on a Raspberry Pi 3 Model B to detect activities and send activity data to a server using Python. In turn, the server notifies the Bose SoundTouch 10 speaker, which was programmed using the Bose SoundTouch API. This project won Best Use of Bose API and Best Hack for Making your House Accessible.



# Why Sponsor HackHer413 2022



HackHer413 2021 had **300 applications** from women and non-binary students from across the globe. We spent the weekend with over **200 hackathon attendees**, with a balance between beginner, intermediate, and advanced programmers. Students came from varying educational fields including (not limited to): computer science, mathematics, biological sciences, business, economics, engineering, and humanities & fine arts.

In our past two hackathons, we achieved our goal of creating a diverse and inclusive environment to pursue innovation. In our attendee pool we had students that identified with different sexualities, ethnicities, and educational backgrounds. It was amazing to see everyone come together during the panels and discussions to celebrate our differences and work towards a new generation of tech. This year, we are reaffirming our goal to work towards a more diverse and inclusive environment for our hackers whilst being on a virtual platform.



**As a sponsor of HackHer413, your company has the unique opportunity to interact with some of the brightest innovators of tomorrow.** Attendees come from different backgrounds and experiences, which create a diverse pool of thought and innovation. As a sponsor, you have the opportunity to connect virtually with attendees, some of whom have had little industry exposure and are eager to learn from you. Your API/Product Demos, workshops, or your conversations during the one-on-one networking sessions could be an inspiration to students wanting to create the next level of technology for the future. Especially during this hard time, your support has a direct impact on the attendees during the long hours of hacking, presenting prizes, and providing a holistic virtual hackathon experience.

<b>SPONSORSHIP TIERS</b>	Bronze \$4,000	Silver \$6,000	Gold \$8,000	Queen Bee \$10,000
--------------------------	-------------------	-------------------	-----------------	-----------------------

## General



<b>Number of Mentors</b>	4	5	6	6
Access to Slack Channel	● ● ●	● ● ●	● ● ●	● ● ●
Create Your Own Prize & Category		● ● ●	● ● ●	● ● ●
Host a Workshop/Tech Talk	● ● ●	● ● ●	● ● ●	● ● ●
Speak at Opening Ceremony				● ● ●
Speak at Closing Ceremony			● ● ●	● ● ●
API/Product Demo		● ● ●	● ● ●	● ● ●

## Recruitment



Job Posting in Newsletter	● ● ●	● ● ●	● ● ●	● ● ●
One-on-One Interviews			● ● ●	● ● ●
Access to Participant Resumes	Post-Event	Pre-Event	Pre-Event	Pre-Event

## Marketing



Logo on Website	● ● ●	● ● ●	● ● ●	● ● ●
Send Swag			● ● ●	● ● ●



## SEND MENTORS

Employees (engineers and anyone excited about tech) may volunteer to serve as mentors at the hackathon to help participants with creating and presenting their projects



## API/PRODUCT DEMO

Your company can host a private one hour API or Product demo session to introduce the technology to attendees and encourage them to use your tool when hacking.



## PRIZES & CATEGORIES

**Donate Prizes:** Your company will donate prizes for a specific pre-existing category. **Create Your Own Prize Category:** You can create your own category specific to your company & sponsor the prize.

- You will be reimbursed for shipping prizes!



## JOB POSTING IN NEWSLETTER

Your company can feature new job and internship postings and technology updates in our weekly newsletter sent to over 300 students across the world.



## WORKSHOPS

A company representative can host a virtual workshop on any tech topic; great way to introduce participants to technology that relates to what your company works with.



## ACCESS TO SLACK CHANNEL

Your recruiters will have access to the event's slack channel along with a private company slack where they can send virtual blasts about events they are hosting and chat with participants one-on-one.



## CEREMONIES

During this precious time, a company representative can speak regarding the company's commitment to diversity, upcoming technologies, and more.



## VIRTUAL INTERVIEW BOOTH

After early access to participant resumes, your company can conduct virtual interviews during the hackathon in a private room.

## CONTACT US



## SPONSOR HACKHER413 AND SUPPORT THE BEEHIVE



We would love to discuss any questions or queries you may have. Please reach out to us as soon as possible!

Our sponsorship team will work closely with you to create a unique package curated to your company and company needs. We look forward to working with you to break barriers and bring computer science education to women and non-binary minorities!

Follow us on social media anywhere @hackher413

hackher413@gmail.com