SPONSORSHIP PROSPECTUS

HackLboro 2021

CODELAB, LSU ENTERPRISE

October 2020

Who are we?

About CodeLab

Loughborough University is one of the top 10 universities in the UK. It is well known for its outstanding learning experience and excellence in sport.

CodeLab is Loughborough University's coding society. It is within the university's Enterprise section and aims at bridging the gap between the studies of the participating students and the technology industry. CodeLab provides weekly Workshops in which students with different coding abilities have the opportunity to enhance their coding skills.

About HackLboro

In 2021, CodeLab will run the HackLboro hackathon. A Hackathon is a 24-hour event in which participants meet to work collaboratively to develop computer programmes.

Due to the current pandemic, HackLboro will run virtually and it's likely to run from Friday, March 12th to Saturday, March 13th 2021.

Our aim is to have between 50 and 100 participants in teams of 4 to 6 people. As of January 2021, 20 students have signed up. We want to encourage students from all schools to participate including, but not limited to, the Business, Design, Engineering and Science schools.
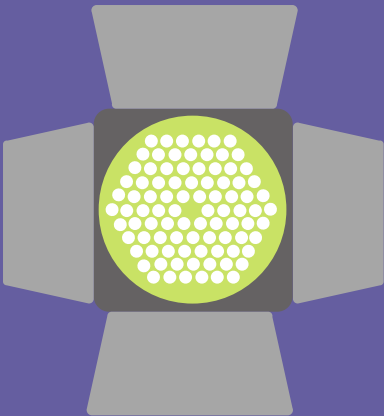
The event is open to all and our main goal is to deliver the most enriching and engaging experience possible in an online setting.

Hack{Lboro}

Why sponsor?

RECRUITMENT

What could be better than networking with enthusiastic and ambitious students who are the future workforce of companies like yours? Join HackLboro and get unparalleled access to university talent and non-stop networking opportunities!

EXPOSURE

Sponsorship is a means of increasing brand recognition. We will ensure all participants come across your company's name through the event's promotional material, workshops, opening and closing ceremonies, amongst others.
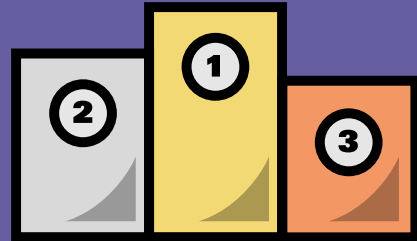
APPRAISAL

HackLboro might give you the chance to perform real-time user testing for your technologies. If developers decide to use your tech, you'll be receiving feedback in a hands-on environment.

What are we looking for?

Here is a brief description of the three sponsorship categories for HackLboro 2021:

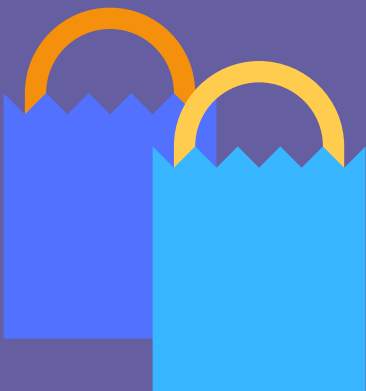| Package	# sponsors	Main benefits
Gold	1 Gold Sponsor	• Lead HackLboro Sponsor • Workshop during the event • Sponsored prize • Private virtual interview room • All the benefits of silver and bronze sponsors
Silver	3 Silver Sponsors	• Judges • Opening ceremony speech • All the benefits of bronze sponsors
Bronze	Around 10 Bronze Sponsors	• Chance to network with HackLboro participants • Opening ceremony mention • Technical specialists • Access to atendees' CVs • Recognition on event branding • Merchandise in virtual goodie bag

Sponsorship packages

	Bronze £30 *	Silver £60 *	Gold £100 *
General			
Networking with HackLboro participants	✦	✦	✦
Opening Ceremony mention	✦	✦	✦
Technical helpers to assist participants	✦	✦	✦
Sponsor Representative judges		✦	✦
Opening Ceremony speech		✦	✦
Opportunity to run a workshop			✦
Sponsored prize			✦
Recognition as Lead HackLboro Sponsor			✦
Recruitment			
Access to attendee's CVs	Access after event	Early access	Early access
Private virtual interview room			✦
Branding			
Recognition on event branding	✦	✦	✦
Merchandise and promotional material in virtual goodie bag	✦	✦	✦
Logo presence on event's website and t-shirt	Small logo	Medium logo	Large logo

These values are negotiable.

What will funding be used for?

PRIZES

HackLboro sponsors will fund the prizes that will be awarded to the students who present the best projects. We will award first place and second place prizes. These are still to be confirmed.

GOODIE BAGS

Funding will also go towards the goodie bag that attendees will receive. This will include a t-shirt with HackLboro and the event sponsors' logos, food vouchers and some snacks.

CHARITY

Any extra proceeds will go towards charity. The name of the charity organisation(s) will be confirmed closer to the event date.