

Sponsorship Package

McHacks 12

Canada's

Favorite

Hackathon

McGill University

January 25-26, 2025

v1.1



Why McHacks 12?

Over a decade of hackathons.

Since 2014, HackMcGill has welcomed over 6,500 students from across North America to McGill University's prestigious campus. Thanks to our sponsors' generous contributions, of over \$550,000, McHacks has become a leading hackathon in Canada. With this strong foundation, we are committed to supporting student innovation for years to come.

Brand recognition and visibility.

McHacks 12 is the top event for brand recognition with the next generation of innovators. World-leading companies from various industries have previously supported McHacks, making it the ideal platform to showcase your brand to the brightest young minds.



RBC Royal Bank



Google Cloud

Technology innovation culture.

Network with creative, passionate and innovative minds. It's a prime opportunity to showcase your products and services to numerous students and developers, making a tangible impact for the future.

TRIALINK

Trialink: using NLP to improve access to healthcare and assist researchers in finding appropriate candidates for trials (2023)



AI-GymBro: uses AI to scan gym equipments and personalizes a gym routine for the user (2024)



Conscious consumer: Chrome Extension that suggests alternatives to consumers that are eco-friendly, right in their browser. (2022)

Recruitment hub.

Be part of the premier destination for undergraduate and graduate student recruitment. With a diverse pool of applicants, it offers an unparalleled opportunity to connect with top talent from various backgrounds.



80+ schools



94+ recruitment offers



112 projects



1000+ applicants



500+ hackers



35% female identifying hackers

Sponsorship Tiers

	byte \$1000	kilo \$2000	mega \$5000	giga \$8000	tera \$10,000
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general

Thanked at opening & closing	●	●	●	●	●
Stage time at opening ceremonies		1 min	2 min	3 min	6 min
Sponsor booth		6 ft.	6 ft.	12 ft.	12 ft.
Keynote Speaker					●

recruiting

Access to sponsorship dashboard & discord	●	●	●	●	●
Recruiter passes		1	2	4	∞
Access to digital hacker resumes			Post	Pre	Pre
Speed networking sessions			Limited	●	●
Custom email to hackers				●	●
Post event interviews					●

engineering

List API directories on Discord and website	●	●	●	●	●
Seats on judging panel	●	●	●	●	●
Engineer and design passes	●	●	●	●	●
Host a workshop before or during the event			30 min	45 min	60 min
Custom challenge and prize				●	●
Judge finalists on stage				●	●

marketing

Logo on website	XS	S	M	L	XL
Distribute your swag at booths	●		●	●	●
Social media promotion	1	1	1	2	3
Logo on T-Shirt		●	●	●	●
Custom Swag in hacker bags		●	●	●	●
Fireside Chat			●	●	●
Logo on choice of McHacks swag				●	●
Your banner(s) in hacker space				●	●

Sponsorship Tiers

Customization

Add-ons

- Additional 30 minutes to an existing workshop or separate workshop (\$1,000)
- Additional social media post of choice (\$200)
- Sponsor a custom challenge and prize (\$1,000)
- Sponsor a bus (\$5,000)
- Sponsor a meal (\$4,000)
- Sponsor a snack (\$2,000)

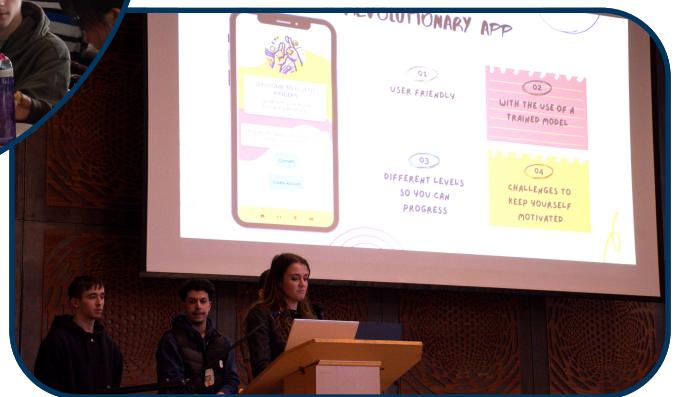
hack·a·thon

noun

Hacking refers to the process of creative problem-solving, and a hackathon is any event of any duration where a group of people (typically 2-4), referred to as hackers, come together to solve problems. These problems can range from specific questions to more open-ended prompts. At the end of the event, hackers have the opportunity to present their projects and compete for prizes. The hackathon may also be accompanied by networking activities and workshops for the participants.

"Our team used machine learning to create an awesome productivity program and learned so much at McHacks, McGill's hackathon!"

"Check out these cool pictures from McHacks 10 and 11!"



Our Team

Our current team is a powerhouse of hackathon expertise, having organized **10** highly successful hackathons over the last decade. With over **1,000 hours** of collective experience, we bring a wealth of knowledge and a diverse range of backgrounds in arts, computer science, finance, engineering, and social sciences. This diversity is reflected in our hackers and sponsors, making us confident that your company, regardless of size or specialty, will find a place within our dynamic community.



Contact us

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