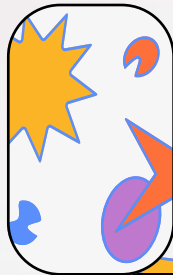# McHacks 11

Canada's Favorite Hackathon

McGill University

Jan 27-28, 2024

Sponsorship Package: V1.1

Dear potential sponsor,

Thank you for your time. We are excited to share how you can join McHacks 11 on January 27-28, 2024.

We are building McHacks 11, Canada's go-to event for hacker projects. This McGill hackathon will unite 500+ ambitious students across North-America, transforming their hackathon projects into innovative real-world applicable solutions in less than 48 hours.

Here's how.
1. Diversity: We celebrate diversity in tech, and we're committed to bringing together hackers, from a variety of backgrounds and skill levels at McHacks.
2. Education: Hackathons are one of the most efficient ways to teach hackers about new technologies and industries. We'll guide them with a blueprint to ideate and create lean, innovative projects.
3. Impact: Montreal is a leading hub in digital technology and artificial intelligence. We'll connect hackers with top industry players and our dedicated sponsors.

This builds on 11 years of McHacks, during which **$500,000+** from industry partners propelled **5,000+ students** to build impactful projects.

With your support, we'll be ready to take McHacks to the next level. We've outlined our ready-made packages in this handbook, and we'll make your custom package just right for you.

See you soon!

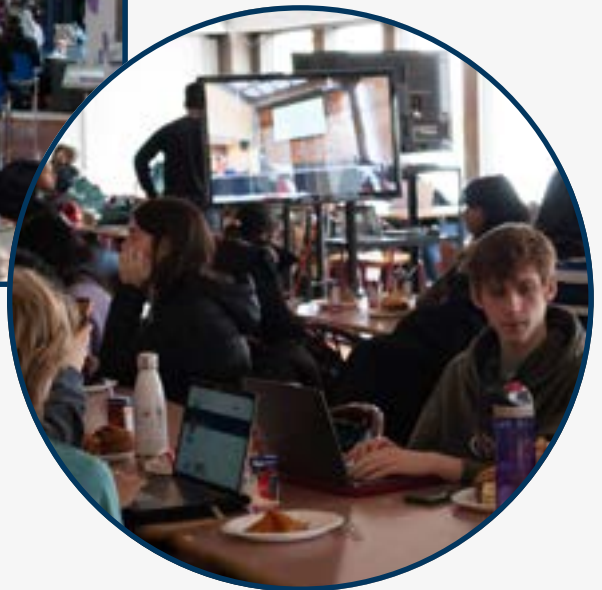The McHacks Team
sponsorship@mchacks.ca

hack·a·thon   noun

1. An event where a group of participants (typically 2-4), referred to as hackers, come together to solve problems in the form of a presentable project. These problems can range from specific questions concerning the modern market to open ended prompts such as "sustainability and growth." At the end of the event, hackers have the opportunity to present their projects and compete for prizes. Throughout a hackathon there are typically workshops, fun activities, and networking events for hackers:

> "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 last years hackathon, McHacks 10!"

Our Team

Our current team is a powerhouse of hackathon expertise, having organized **nine** highly successful hackathons across **three** renowned schools in the past five years. With over **1,000 hours** of collective experience, we bring a wealth of knowledge across 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.

Over a decade of hackathons

Since 2014, McHacks has welcomed 5,500+ students from across North America. With $500,000+ from our corporate sponsors, McHacks has established itself as a sustainable, results-focused hackathon in Canada. With our record, we'll continue to support student projects for years to come.

Past Projects

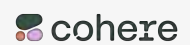Foodbox: a platform built with Next.js dedicated to fighting foodwaste (2023)

Better.Me: an AI-powered mental health support journal using NLP emotion analytics (2022)

Trusty Paws: encouraging adoption by bringing together shelters, vets, and aspiring pet owners (2021)

Previous Sponsors

What Do I Gain from McHacks?

Branding: Expose your brand to up-and-coming developers and top hackers in the tech community. McHacks historically welcomes students from University of Waterloo, UofT, NYU and other prominent North American institutions.

API Demos & Testing: Put your products and APIs to the test in the hands of hundreds of curious and innovative hackers. Challenge their limits and receive valuable first-hand feedback.

Recruitment: During McHacks, you'll have direct access to all of our student developers. You'll be able to meet with our first-class talent and fill your internships and new graduate positions.

McHacks isn't just an event for hackers, it's an event for you. Our team will work closely with you to ensure that all of your needs and wishes are met, and that the experience is worthwhile.
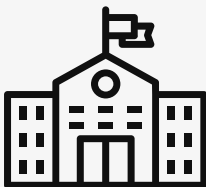
Average Statistics

1157 Applicants

747 hackers

70+ schools

92% hackers seeking employment

McHacks 11

presented by [TITLE SPONSOR]*

Sponsorship Tiers

	byte $700+ (contact us)	kilo $3,200	mega $6,300	giga $9,400	tera $12,500
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.
Closing remarks				•	•
recruiting					
Access to sponsorship dashboard	•	•	•	•	•
Recruiter passes		1	2	4	Unlimited
Access to hacker resumes/Github/LinkedIn			Post	Pre	Pre
Speed networking			Limited	•	•
Custom email to hackers				•	•
Interview Room					•
engineering					
List API directories on Discord and website	•	•	•	•	•
Judge main prizes		•	•	•	•
Engineer and designer passes		•	•	•	•
Host workshop/tech talk			30 min	45 min	60 min
Custom challenge and prize				•	•
Seat on final judging panel				•	•
marketing					
Logo on website	XS	S	M	L	XL
Social media promotion posts		1	1	2	3
Logo on t-shirt			•	•	•
Fireside Chat				•	•
Logo on choice of McHacks swag					•
Your banner(s) in the hackerspace					•
Name a workshop room					•
swag					
Distribute custom swag		•	•	•	•

Sponsorship Tiers Customization

Add-ons

- Additional 30 min to an existing workshop or separate workshop ($1,000)
- Additional social media post(s) of choice ($250/post)
- Sponsor a custom challenge and prize ($1,200)
- Sponsor a bus ($5,000)
- Sponsor a meal ($4,000)
- Sponsor a snack ($2,000)

Title Sponsor*

- All Tera sponsor benefits
- "McHacks, presented by **[title sponsor]**"
- Keynote speaker
- Recurring social media posts for a 3-month period
- Recruitment session outside of McHacks 11
- Sponsored bus for hackers
- Sponsored meal

*Limited bid, please email us

Contact us

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