

# McHACKS

Sponsorship Package

2022



## Dear potential sponsor,

Canada's favourite hackathon is back for round nine on **January 21-23, 2022**! After hosting McHacks 8 remotely, we're excited to announce that McHacks 9 will be a hybrid-event, allowing attendees to participate both in-person and virtually. Over 36 hours, the best and brightest students from around the world will create, code, and collaborate to build the projects of their dreams. We want you to be a part of this incredible experience.

### What makes us different?

McHacks is McGill University's preeminent student-organized hackathon and one of the largest hackathons in Canada. Based in Montreal, we take pride in the diverse and multilingual community of student hackers that we attract. We welcome hackers from all levels of study - from high schoolers to undergraduate and postgraduate students - and we're working hard to uphold our values of inclusivity and support our hackers and sponsors throughout the event in whatever way we can. The safety of our attendees is very important to us, and we will take the appropriate measures to prevent the spread of COVID-19 at our venue.

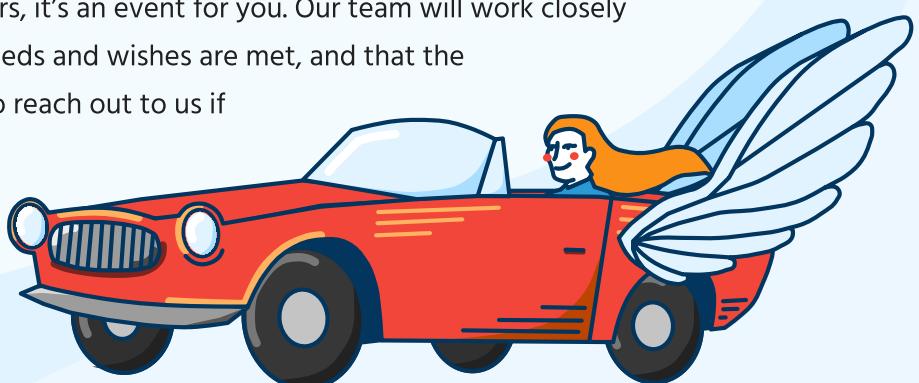
### What can I gain from McHacks?

**Branding:** Expose your brand to up-and-coming developers and top hackers in the tech community. McHacks historically welcomes students not only from McGill but also prominent North American institutions such as Waterloo, UofT, and NYU - when you showcase your brand at McHacks, all of Eastern North America is your stage.

**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 full-time positions.

**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.

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. Feel free to reach out to us if you have any questions!



## Average Stats (Mchacks 6-8)



1208  
Applicants



778  
hackers



90+  
schools



92%  
hackers seeking  
employment

## McHacks testimonials

Mchacks gave me the chance to meet many creative programmers, learn from them, see their amazing ideas, and push my own creative thinking. Overall it was great fun and a very educational experience, definitely excited to comeback next year

**Stephen Schneider**, Rochester University

It's a great opportunity to connect with the next generation of techies, find out what motivates them and let them know that Manulife is up to something: creating leading-edge technology to be a leader in the Financial/Insurance tech sector

**Thierry Leroux-Demers**, Principal Enterprise Architect at Manulife



# Sponsorship tiers

	<b>byte</b> \$750	<b>kilo</b> \$2,000	<b>mega</b> \$5,000	<b>giga</b> \$7,500	<b>tera</b> \$10,000
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## general

Thanked at opening & closing	●	●	●	●	●
Recruiter passes		1	2	4	∞
Stage time at opening ceremonies		30 s	1 min	3 min	5 min
Sponsor table		Standard	Standard	Large	Large
Presenting sponsor (limited availability)					●
Keynote speaker					●
Closing remarks					●

## recruiting

Access to sponsorship dashboard	●	●	●	●	●
Access to hacker resumes/Github/LinkedIn			Post	Pre	Pre
Speed networking			Limited	●	●
Pre-screen hackers				●	●
Post Hackathon recruiting email				●	●
Interview Room					●

## engineering

Send engineers and designers	●	●	●	●	●
Judge main prizes	●	●	●	●	●
Listed on API directory	●	●	●	●	●
Custom/API prize		●	●	●	●
Host workshop/mini event			30 min	45 min	60 min
Seat on final judging panel				●	●

## marketing

Logo on website	XS	S	M	L	XL
Social media promotion	1	2	2	2	3
Logo on t-shirt		●		●	●
Sponsored meal			●		●
Fireside Chat			●		●
Logo on choice of mchacks swag					●

## swag

Distribute swag	●	●	●	●	●
Distribute swag in swag bags		●		●	●

## Contact us

 mchacks.ca

 fb.com/mchacks

 @mcgillhacks

 @mcgillhacks

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