



INFORMAL LEARNING PROGRAM

# Sponsorship Guide

OHI/O 2023-2024

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Issued :

**May 1st 2023**

# Program Overview



## Experiential Learning & Workforce Development

K-12 Outreach

Collegiate Competitions

Hands-On Workshops

Community & Alumni Engagement

Grown from a single hackathon into a robust informal learning program, OHI/O aims to foster a tech culture at Ohio State. We host multiple hackathon-style events throughout the year, tied together by student leadership and industry engagement. We believe in bridging the gap between formal education and Industry experience.

**"The best pipeline of tech talent"**

When I got to Ohio State, I didn't know how to talk to recruiters or what projects to do. I had to figure out the ropes on my own. Now I'm able to be the mentor I never had. That's super rewarding for me. It's one thing for students to send out a resume, but here they show up in teams, they showcase their team-building skills, they're showing initiative. You get to see an end to end product. They've worked the idea phase, the design phase, the building it out, the working through problems. There's not a more holistic interview you can get in tech than what is provided at this event. I'm telling my company that I know the best pipeline of tech at Ohio State, and I can personally connect us with them. -Dalton Flanagan-software developer, Facebook

## Cornerstone Events



### HackOHIO

Flagship 2-day hackathon event founded in 2013 now grown to 800+ participants and recognized as a Signature Event by Ohio State.

### MakeOHIO

A 24-hour hardware-focused integrated & embedded systems hackathon which has most recently had 250+ participants.

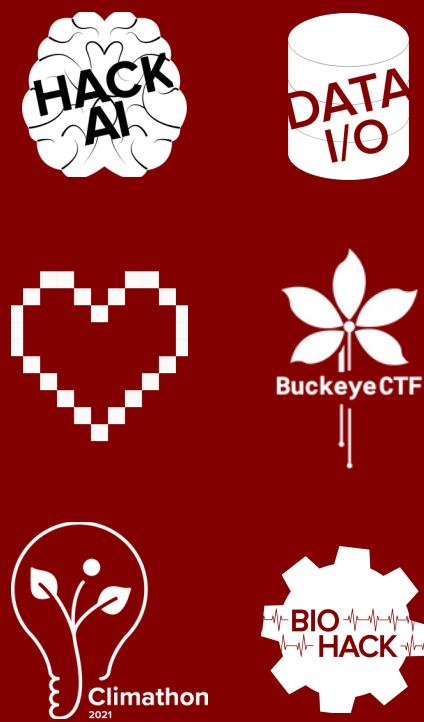
### ShowOHIO

A public entrepreneurship focused expo for innovative tech projects from staff, students faculty and alumni.

### HighSchool I/O

A one day hackathon for high school students. We provide students an opportunity to learn about computer science in a fun, engaging, and inclusive environment

## Focus Events



### Hack AI

A 2-day hackathon where students tackle projects with the help of artificial intelligence

### Data I/O

An 8-hour event where teams work on projects relating to actionable insights, data visualization, and/or AI and predictive algorithms for 8 hours.

### Code I/O

A full-day workshop for ages 10 - 15 with Scratch, Python, Web Dev and real life applications of computer science.

### Buckeye CTF

A hacking competition in which teams compete to obtain "flags" by solving security-based problems.

### Climathon

24-hours of student collaboration and innovation to build Ohio's climate resilience.

### Bio-Hack

A healthcare-focused hackathon where students practice their teamwork skills, technical application, and innovative thinking.

# Program Benefits

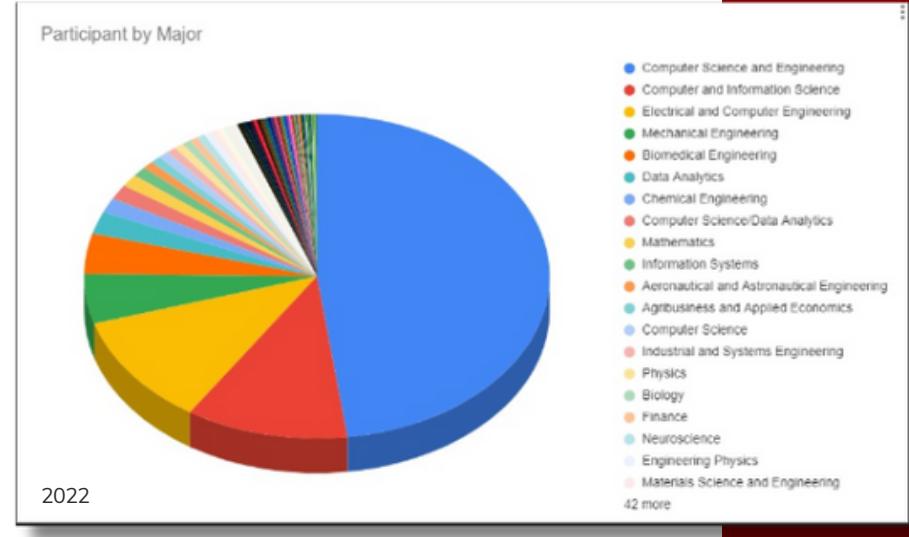
ENGAGEMENT	Challenge	Present an open-ended problem statement or data set that represents the real industry challenges your team faces, to dozens of student teams to address and prototype.
	Mentors	Mentors get one-on-one interaction with teams while providing crucial project development support. This is a great way to build connections and meaningful engagement.
	Judges	Judges help determine top performing teams and provide valuable feedback to students 100% online. This feedback empowers students to keep coding.
	Keynote	Live presentation to all attendees on current challenges and opportunities and invite their engagement.
RECRUITMENT	Resumes	Receive resumes, portfolios or GitHub repositories from hackathon attendees.
	Job Posting	Share internship and job openings with our community
	1/1 Review	Host a resume review session for students interested in your industry. This provides students valuable direction and feedback while building recruiting relationships.
EDUCATION	Event Table	During event check in, host a table with giveaways and company information.
	Hype Event	Host an pre-event talk highlighting your work or challenge for up to 50 students.
	Workshop	During the hackathon offer a 30-60 min focused workshop educating students on your career paths, industry skills or demonstrating your API and emerging tech.
AWARENESS	Social Media	Boost brand awareness with dedicated social posts featuring your partnership with each hackathon across all OHI/O social platforms.
	Website	Be featured on each event website and OHI/O's program site.
	Shirts	Company logo is featured on all shirts handed out at each event.
	Email	Be apart of an email outreach campaign reaching 1000+ readers with your information.

# Program Reach

**These opportunities are provided at zero cost to all participants, promoting the best in creative problem solving. OHI/O connects students and industry to create meaningful engagement.**

## 60+ Majors

48% Computer Science Engineers  
12% Computer & Information Science  
11% Electrical & Computer Engineers

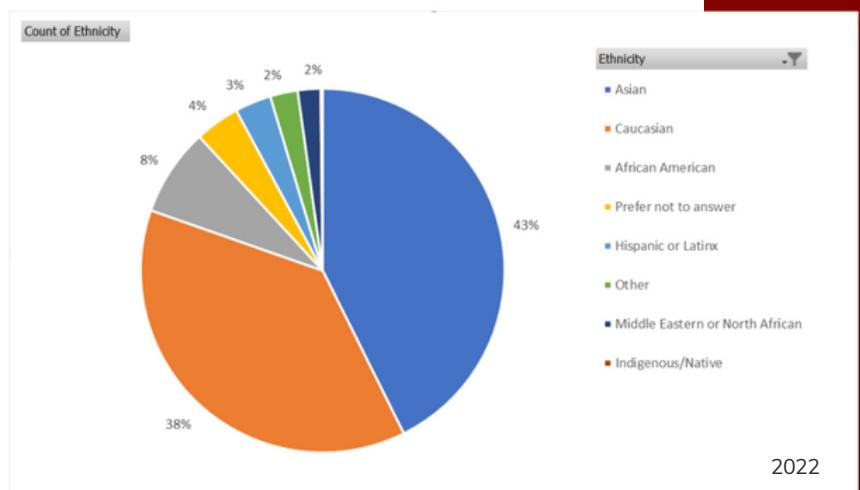


## Gender

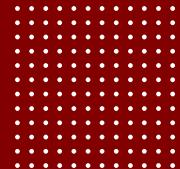
21% Women  
2% non-binary

## Ethnicity

43% Asian  
38% Caucasian  
8% African American  
3% Latinx  
2% Indigenous  
2% North African / Middle eastern



# HackOHI/O

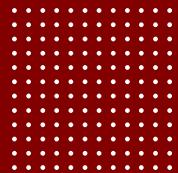


## Sponsorship Tiers

This Software focused event reaches 800+ participants and volunteers each year.

		PLATINUM \$30,000	GOLD \$20,000	SILVER \$10,000	BRONZE \$5,000
ENGAGEMENT		Challenge	x	x	
		Mentors	x	x	x
		Judges	x	x	x
		Keynote	x		
RECRUITMENT		Resumes	x	x	x
		Job Posting	x	x	
		1/1 Review	x		
EDUCATION		Event Table	x	x	
		Hype Event	x		
		Workshop	x		
AWARENESS		Social Media	x	x	x
		Website	x	x	x
		Shirts	x	x	
		Email	x		

# MakeOHI/O



## Sponsorship Tiers

This hardware focused event reaches 300+ participants and volunteers each year.

		PLATINUM \$15,000	GOLD \$8,000	SILVER \$4,000	BRONZE \$1,500
ENGAGEMENT		Challenge	x	x	
		Mentors	x	x	x
		Send Judges	x	x	x
		Keynote	x		
RECRUITMENT		Resumes	x	x	x
		Job Posting	x	x	
		1/1 Review	x		
EDUCATION		Event Table	x	x	
		Hype Event	x		
		Workshop	x		
AWARENESS		Social Media	x	x	x
		Website	x	x	x
		Shirts	x	x	
		Email	x		

# ShowOHI/O



## Tech Innovation & Entrepreneurship

This showcase highlights outstanding and innovative technologies developed by Ohio State faculty, students, and alumni. ShowOHI/O brings together invested parties from across Buckeye Nation for an evening that celebrates and supports tech entrepreneurs making an impact.

This event supports tech innovators in their next steps of entrepreneurship. Connecting them with resources, funding and ongoing support to continue their development.

## Sponsorship Tiers

ShowOHI/O reaches 150+ participants and guests each year.

	PLATINUM \$4,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500
VIP Happy Hour	x	x	x	
Keynote	x			
Website	x	x	x	x
Table	x	x		
Resumes	x	x	x	
Social	x	x	x	x

# HighSchool I/O

## Hackathon and workshops

High School I/O brings together nearly 100 high school students from central Ohio, grades 9-12, with a range of experiences. Ohio State students volunteer as organizers and near-peer mentors. Local professionals volunteer as mentors and lead instructional workshops.

This event introduces young students to computer science concepts, teaching them practical development tools and focuses on the curiosity, connection and creativity needed for success in engineering.



## Sponsorship Tiers

HighSchool I/O reaches 100+ participants and volunteers each year.

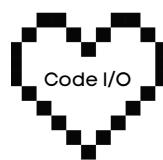
	PLATINUM \$4,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500
Challenge	x			
Mentors / Judges	x	x	x	x
Website	x	x	x	x
Keynote	x			
Workshop	x	x		
Shirts	x	x	x	x

# Focus Events

Each of our Focus Events partners with another Student Organization to work on a specific topic within the tech world. These partnerships create interdisciplinary hackathons that foster diversity of perspective, education and approach. They also provide inspiring experiences that empower students to stretch their existing skills and concentrate on real world impact. and the value they can create.



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	GOLD \$2,000 per event	SILVER \$1,000 per event	BRONZE \$500 per event
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Challenge	x		
Mentors / Judges	x	x	x
Resume	x	x	x
Job Posting	x	x	
Keynote	x		
Workshop	x		
Event Table	x	x	
Website/ Email	x	x	x
Shirts	x	x	x

# Event Trios

Make the most impact and engage with students across a number of events to provide a multifaceted approach. These collections offer platinum and gold level sponsorship experience bundled together to maximize engagement, awareness, recruitment and education.

Multi year sponsorships offer flexibility and customization

**Big Tech Trio \$38k**

**Platinum**  
HackOHI/O + **Platinum**  
MakeOHI/O + **Gold**  
Data I/O

Make the most OHI/O's two largest events by encouraging teams to kick off a project at HackOHI/O, build on it with real industry data at Data I/O and perfect their prototype with feedback from MakeOHI/O in the spring semester.

**Education Trio \$31k**

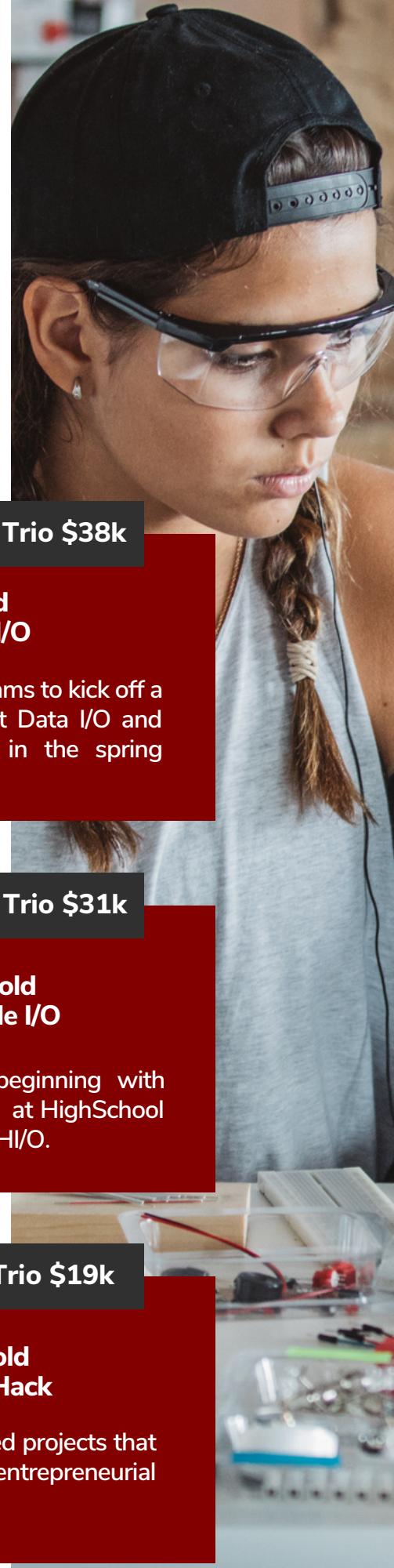
**Platinum**  
HackOHI/O + **Gold**  
HighSchool I/O + **Gold**  
Code I/O

See your impact and support learning over the years beginning with experiences in middle school at Code I/O then in high school at HighSchool I/O and through each year of the college experience at HackOHI/O.

**Impact Trio \$19k**

**Platinum**  
MakeOHI/O + **Platinum**  
ShowOHI/O + **Gold**  
BioHack

Bio-Hack serves as an excellent launch pad for medical focused projects that can be further improved at MakeOHI/O and connected with entrepreneurial support and resources at ShowOHI/O.



# Program Level Sponsorship

Whole Program \$100k

## Leadership and Innovation

OHI/O fosters innovation in the next generation of engineers through industry engaged informal learning opportunities and the leadership development of student organizers. Student leaders put in hundreds of hours to bring these events to life. The teamwork, communication, problem solving, and leadership skills OHI/O student executives gain has a lasting impact.

## Hackathons and beyond

100K annual sponsorship will provide Platinum and Gold level experience across all OHI/O events, Co-branded program naming and funds to support the development of OHI/O students before, during and after OHI/O events.

- Two \$2000 academic scholarships
- Professional development funds for students to attend conferences, bootcamps, trainings or informal learning opportunities.
- Funds for ongoing project development that supports hackathon teams post event and beyond.
- Funds to support the OHI/O alumni association, dedicated to fostering lifelong experiential learning opportunities and strong relationships between industry & education.

*The experience of being a student lead for OHI/O launched my path to pursue leadership roles early in my career. Organization, collaboration, and project management are key skills I learned while planning HackOHI/O and other OHI/O events. I apply these skills every day as a Senior Software Engineer.*

OHI/O LEADERSHIP ALUMNI- CAITLYN HORN

# Sponsorship Timeline



## Spring Outreach

Connect with OHI/O about sponsorship opportunities beginning in April.



## Agreement

Finalize details and receive invoice between May 1- August 1.



## Strategy

Work with OHI/O to refine industry deliverables. June 1- September 15.



## Final Approval

October 1, deliverables like mentor/judge sign ups, challenge, workshop details due.



## Event Day

Event details will include all logistics. You will receive this one week out.

Email Communicaiton

Zoom Meeting

Sponsorship Contract

Invoice

Brand Materials

Mentor / Judges

Challenge

Workshop

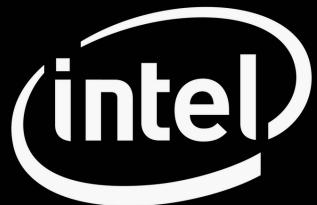
Hype Event

Prizes

Swag

People

# Past Partners



J.P.Morgan



genpact

mobikit

covermymeds®

techHUB  
SHOP. LEARN. EXPLORE.



THE HONOR SOCIETY OF  
PHI KAPPA PHI

Deloitte.

THE  
INNOVATION STUDIO

Google



• A P T I V •

KeyBank

FedEx

GitHub



Rockwell  
Automation