

OHIO

Ohio State's Hackathon Program

fostering a tech culture on and off campus

2020 – 2021 Sponsorship Guide

**Amended to reflect that fall events are being hosted online.*

OHI/O Program Overview

what we do: experiential learning and workforce development

K-12 Outreach

Hands-On Workshops

Collegiate Competitions

Seedling grants

Community & Alumni Engagement

Grown from a basement 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 and they are tied together by student leadership, hands-on workshops, and industry engagement. We possess a fundamental belief in the power of experiential learning.

who we are: students, faculty, and other student organizations

The OHI/O organization is mainly built up of students from the College of Engineering, but we also partner with other colleges, departments and a wide array of student organizations. Some organizations we collaborate with are ACM-Women's Chapter, Electronics Club, AI Club, Business Builders Club, Biomedical Engineering Society, Big Data & Analytics Association and more!

Our Cornerstone Events



HackOHIO

Flagship 24-hour hackathon event founded in 2013 now grown to 800+ participants and recognized as a *Signature Event* by Ohio State. <http://hack.osu.edu>
deadline is mid-Sept



MakeOHIO

A 24-hour hardware-focused integrated & embedded systems hackathon which has most recently had 180+ participants.
<http://hack.osu.edu/make>

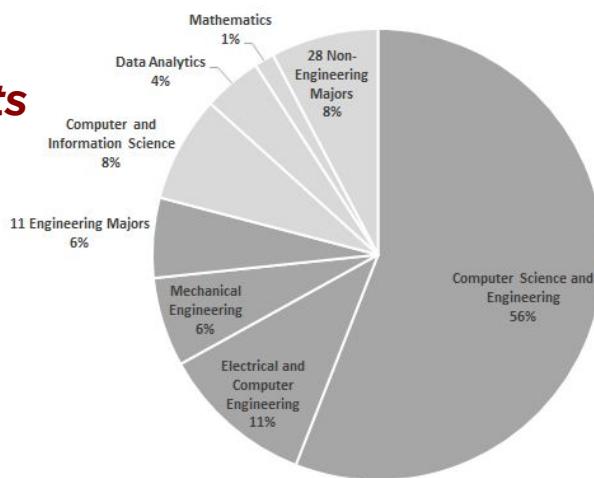


ShowOHIO

A public expo for the most innovative projects
<http://hack.osu.edu/show>

Workforce Development

Program Participants in 2018



an investment in the future of tech and tech culture

SPRING 2018 | Up Front



Ohio State students, left to right, Shawn Harkins, Aishwarya Srivastava, Mira Hiser and David Van Drei consult one another during the fall HackOHIO event.

NEXT-GEN ALUM

'The best pipeline of tech talent'

THE OHIO UNION'S MAIN BALLROOM looked like a Petri dish of innovation in the fall as 667 students from 21 universities participated in Ohio State's fifth annual HackOHIO competition.

Ohio State alums were among the 52 volunteer mentors who guided teams of students creating software projects in a hackathon created by OHIO, a student-led program that fosters the university's tech culture.

"It encourages me to see people who have been in my shoes and gone on to be successful. It's pretty inspiring," says Patrick Muller, a fourth-year computer science and engineering student from Louisville, Kentucky.

Hackathon faculty director Arnab Nandi, an associate professor of computer science and engineering, is advocating a stronger alumni connection, like the ones experienced by these three alums.

Dalton Flanagan '17

SOFTWARE DEVELOPER, FACEBOOK

"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 résumé, 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 talent at Ohio State, and I can personally connect us with them."

Dana Vantrease '02

HARDWARE DEVELOPMENT ENGINEER,
AMAZON WEB SERVICES

"I've never seen so many computer scientists and programmers in a room before. These informal events are really important because in computer science, especially programming, you learn more from your peers than from your teachers and textbooks. Having industry here — talking to students and telling them what's what — is important. It's super important for undergraduate women to see women in the industry. The students are teaching me as much as I'm teaching them. I'll be here next year."

James Copus '01, '03 MS

EMBEDDED SOFTWARE ENGINEER,
ROCKWELL AUTOMATION

"I came to this hackathon because I thought it would be fun. You get on schedules and deadlines, things can beat you down a little bit. This is rejuvenating. The students are excited. A university this large, with this kind of donor base, has a lot of money coming in, but most students aren't going to see anything helping them individually. But when you come here from the industry, you can tell them about what you do, what your experience was like at Ohio State. I think that's the type of community Ohio State is really trying to foster: There is an alumni group that cares, and that's a good thing." — TODD JONES *

Ohio State Alumni Magazine, Spring 2018, P 22-23.

Photo: Jodi Miller

OHIO Program Sponsorships

Investing in the future of tech by sponsoring the program as a whole. Also expand your brand's outreach and strengthen your impact on the community as a Program Sponsor.

Program Sponsorship (\$75K \$60K/year)

- Top level sponsor tier perks for all events, including our spinoff and partner events
- 3-5 year terms
- Co-branding (“Powered By”) on all events
- Named/Branded awards at ShowOHIO/O
- Limit: 3



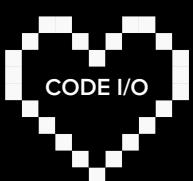
Program Long Term Fund (\$1M+)

- Can span up to a 5 year term Program Sponsorship
- Exclusively named innovation fund & awards program
- Long-term staff support and advisory partnership
- Limit: 1



Staff Support and Physical Infrastructure

- Currently funded by Ohio State units until end of 2019
- National Science Foundation “Advancing Informal STEM Learning” grant awardee
- Growth of program and opportunities needs support
- Opportunity for naming rights to a new, prominent physical space



OHI/O Event Sponsorship

Sponsor our events individually to reach specific communities in tech.

OHI/O is a student organization that aims to foster a tech culture at Ohio State by organizing various events throughout the year.

Our events are 100% free, promoting the best in creative problem solving before faculty and industry experts. We connect students and sponsors to form long-lasting relationships. In return, we're proud to offer our sponsors many perks based on their chosen tiers.



Students' names, emails, resumes, and GitHubs.



Host a networking event or meal before and during hacking.



Meet and mentor students throughout the event.



Award prizes for sponsored challenges you create.



Demo your APIs and other technologies.



Distribute swag to attendees.



Provide judges for our hackers' projects.



Present keynotes during the hackathon.

We're building world class hackathons.
You can be a part of it today.

Deadlines are rolling; please inquire at hackohio@osu.edu for more information.

To sponsor, visit <https://go.osu.edu/supportohio>

HackOHIO 2019

our flagship 24-hour hackathon event

800+ hackers

89 *projects submitted for judging*

70 *different majors*

18 *universities represented*

19.6% *of hackers were womxn*



19 industry sponsors

7 *sponsor challenges (Microsoft, JP Morgan Chase, AEP, etc.)*

57 *projects submitted for sponsor challenges*

160+ *industry representatives*

60+ *mentors and judges*



HackOHI/O Sponsorship: November 13–15, 2020

	Program See p. 3	Platinum Limit ³ \$30,000 \$20,000	Gold Limit ⁶ \$15,000 \$10,000	Silver \$8,000 \$5,000	Bronze \$3,000 \$2,000	Copper \$500
General	Mentors	●	●	●	●	●
	Judging	●	●	●	●	
	Virtual Sponsor Room & Slack Channel	●	●	●	●	
	Offer Challenge + Prize	●	●	●		
Recruitment	Resume Access	●	●	●	●	
	Job Posting	●	●	●		
	Early Resume Access	●	●			
Involvement	Opening Keynote	5 min.	3 min.	2 min,		
	Hype Event prior to HackOHI/O	●	●	●		
	Closing Keynote	●	●			
	Tech Talk or Workshop during HackOHI/O	●	●			
Branding	Recognition on Social Media & Promo Video	●	●	●	●	●
	Logo on Website	●	●	●	●	●
	*Swag Distribution	●	●	●	●	
	*Logo on Prints (Shirts, Flyers, etc.)	●	●	●	●	
Program	MakeOHI/O 2021	●	20% off	10% off		
	ShowOHI/O 2021	●				
	High School I/O 2021	●				

MakeOHIO 2020

our hardware based hackathon: a makeathon



190+ makers

34 projects submitted for judging

33 different majors

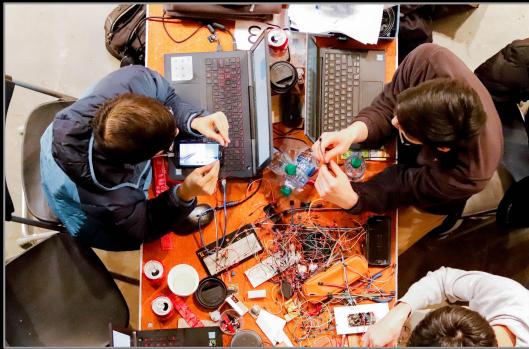
14 sponsor companies & supporters

3 sponsor challenges (AEP, Honda, & OSU's Innovation Studio)

60+ judges, mentors, and representatives

17 organizers

38 volunteers



MakeOHI/O Sponsorship: March 5–7, 2021

General

Recruitment

Involvement

Branding

	Program See p. 3	Platinum Limit ³ \$10,000 \$7,500	Gold Limit ⁶ \$5,000 \$3,750	Silver \$3,000 \$2,250	Bronze \$1,000 \$750	Copper \$500
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Mentors	●	●	●	●	●	●
Judging	●	●	●	●	●	
Virtual Sponsor Room & Slack Channel	●	●	●	●		
Offer Challenge + Prize	●	●	●			
Resume Access	●	●	●	●		
Job Posting	●	●	●			
Early Resume Access	●	●				
Opening Keynote	5 min.	5 min.	3 min.	2 min.		
Hype Event <i>prior to MakeOHI/O</i>	●	●	●			
Closing Keynote	●	●				
Tech Talk or Workshop during MakeOHI/O	●	●				
Recognition on Social Media & Promo Video	●	●	●	●	●	●
Logo on Website	●	●	●	●	●	
Swag Distribution	●	●	●	●		

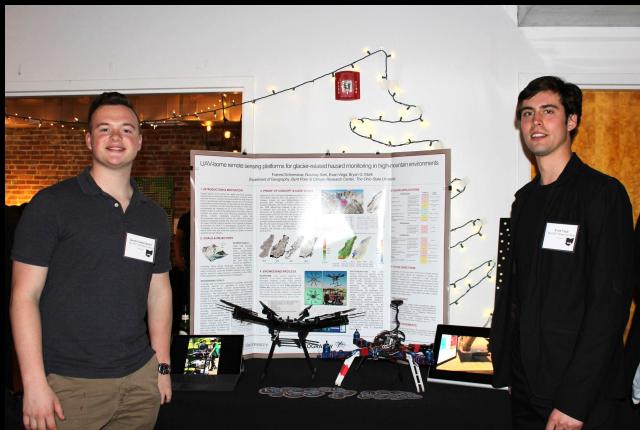
ShowOHI/O

a public showcase for innovative projects

Student teams who complete work at any of the OHI/O events are encouraged to continue developing working demos. The best of the applicants are on display at the end of the academic year in an open house style public event.



Show your dedication of advancing the tech culture, innovation and entrepreneurship in Columbus by sponsoring ShowOHI/O!



ShowOHI/O Sponsorship: April 2021

	Program See p. 3	Gold	Silver	Bronze
		\$2,000	\$1,000	\$500
VIP Early Entry Tickets	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engage with demonstration teams	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logo Placement	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

High School I/O

the high school spinoff of our flagship hackathon

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



71 participants

31 high schools
represented in 2019



High School I/O Sponsorship: March 2021

	Program <i>See p. 3</i>	Gold	Silver	Bronze
Mentors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Judges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logo Placement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Engage with OHIO Student Leaders	<input type="radio"/>	<input type="radio"/>		

Data I/O

our data focused hackathon held in collaboration with ohio state's big data & analytics association



18 teams

74 participants

in 2019

Data I/O Sponsorship: October 3, 2020

	Program See p. 3	Gold \$2,000 \$1,250	Silver \$1,000 \$750	Bronze \$500 \$375
General	Mentors	●	●	●
	Judging	●	●	●
	Virtual Sponsor Room & Slack Channel	●	●	●
	Offer Challenge + Prize	●	●	●
Recruitment	Resume Access	●	●	●
	Job Posting	●	●	●
	Early Resume Access	●	●	
Involvement	Opening Keynote	5 min.	5 min.	3 min.
	Hype Event prior to event	●	●	●
	Closing Keynote	●	●	
	Tech Talk or Workshop during event	●	●	●
Branding	Logo on Website	●	●	●
	Swag Distribution	●	●	●
	Logo on Flyers	●	●	●

Capture the Flag

in collaboration with ohio state's cybersecurity club and women in cybersecurity chapter



88
competitors
in 2019



CTF Sponsorship: Oct 23, 2020 & Spring 2021

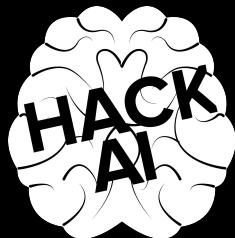
Engagement Perks

	Program See p. 3	Gold \$2,000 \$1,000	Silver \$1,000 \$750	Bronze \$500 \$375
Problem Submission	●	●	●	●
Resume Access	●	●	●	●
Job Posting	●	●	●	
Opening Keynote	●	●		
Hype Event <i>prior to event</i>	●	●		
Tech Talk or Workshop <i>during event</i>	●	●	●	
Promoted Office Hours	●	●	●	
Logo on Website	●	●	●	●
Swag Distribution	●	●	●	●
Company Challenge	●	●		

Branding

Other Partnership Events

OHIO has a strong campus brand for hackathons and learning experiences on campus. This has drawn several student organizations together to co-host events with OHIO. We encourage you to explore sponsoring these topic-specific events with our like-minded friends. Sponsorships range from \$500-\$2,000. Dates will be set at the start of each semester.



Hack AI

A hackathon specific to artificial intelligence products and solutions. Spring 2021.

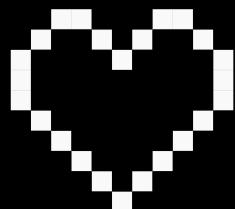
Partner: Artificial Intelligence Club



Bio-Hack

A makeathon of biomedical-related devices and solutions for specific use cases. Spring 2021.

Partner: Biomedical Engineering Society



Code I/O

A day of computer science introductions for middle school girls. Spring 2021.

Partner: ACM—Women's Chapter

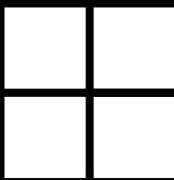
Partnership Event Sponsorships

Program	Gold	Silver	Bronze
See p. 5	\$2,000	\$1,000	\$500

Inquire about specific perks offered for each of our partner events.



Previous Sponsors



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