



hackprinceton.com  
@HackPrinceton

# HackPrinceton

*April 11-12th, 2015*

Dear potential sponsor,

HackPrinceton is Princeton University's biannual, student-run hackathon, hosted by the Princeton Entrepreneurship Club, with support from the Princeton School of Engineering and the Keller Center for Innovation in Engineering Education. We'd love to see you get involved!

## What we do

Our hackathons bring 600 of the brightest college students from across the country together for 24 hours over a weekend to create useful hardware and software projects. We emphasize hands-on learning, and commit ourselves to providing the resources and environment for attendees to acquire and apply a relevant new skills over the course of the event.

This is only possible through latest technologies provided by participating companies and our school's departments – Princeton's Electrical Engineering Lab and all its resources are even open for use! That's why we see so many high caliber projects; here are some from our Fall 2014 event:

Byke: auto-shifting bicycle so you're always pedaling on the optimal gear  
ASL Tegra: quickly detect and translate letters from American Sign Language  
Elements: bend elements in real life (Avatar) via virtual reality headsets

## Why Sponsor

We offer you the ability to:

Connect with top CS students from around the country  
Promote your API/product to skilled early-adopters and student leaders  
Show your support as an active participant of the hacker community

Additional sponsorship tiers and details can be found in the following pages.

As always, please feel free to email us if you have any questions. We already have so many exciting things planned for the weekend, and we look forward to working with you to make HackPrinceton even better!

Team HackPrinceton  
hackprinceton@princetoneclub.com

# Benefits and Tiers

All sponsors will have logos featured on our website, and will be recognized during the event. Those participating at Series A and above will have their logo placed on our t-shirt. Sponsorship benefits are cumulative.

## Title Sponsor \$20k

### HackPrinceton, co-hosted by [you]

Enjoy universal branding placement wherever our name is used, acknowledging your critical role in making HackPrinceton possible. In addition, each participant will return home with a cuddly HackPrinceton tiger featuring your company logo!

### Keynote Presentation

Give a presentation during our opening or closing ceremony. You will have an unparalleled opportunity to communicate with this audience of talented individuals.

### Grand Prize

You can award and present a prize for the best hack of any track at our event. Show everyone your support of quality and imaginative engineering.

## Series B \$10k

### Banner Placement

Bring a banner to hang, and enjoy prominent placement on our most widely-viewed materials such as pamphlet and t-shirts.

### Transportation

Students from around the country will travel in buses knowing that it was your generosity that made their posh ride possible.

### Special Activity

Host a fun event for participants, and shine your company in a new light! We will choose and tailor the activity to fit your needs.

### Interview Rooms

Good talent goes fast. Interview qualified candidates at HackPrinceton before they can get snagged by other companies!

## Series A \$6k

### API Prize

Promote the use of your technology or a particular initiative through a special prize. Past examples include: Best Education Hack by Wolfram & Best Lifestyle Hack by Venmo

### Resume Book

Sponsors at the Series A level and higher will have access to the github accounts and resumes of all participants. You will be able to send an email to all of the attendees.

## Angel \$3.5k

### Workshop/Talk

Give a 30 minute talk demonstrating a useful skill or technology. Past topics include "How to Give a Great Demo" & "Building a Prototype in 24 hours."

### Meal/Snacks

Ingrain your company's name in the minds of the hackers with a delicious meal of gyros or a midnight pizza delivery, sponsored by you!

## Seed \$2k

### Mentor

Show off your API by sending an expert who helped build it! Mentors interact with students personally to create creative and unique projects using our sponsors' API's.

### Swag Distribution

Promotional material will be actively distributed to participants through various fun events. Mentors and recruiters can also distribute swag at the company booth.

# Benefits and Tiers

	Seed	Angel	Series A	Series B	Title
	\$2k	\$3.5k	\$5k	\$10k	\$20k (limit one)
<b>General</b>					
Send Mentors	*	*	*	*	*
Thanked @ Kickoff and Closing	*	*	*	*	*
API Fair & Sponsor Table		*	*	*	*
Tech Demonstration		*	*	*	*
Award Custom Prize			*	*	*
Host Keynote Speaker					*
HP: Sponsored by [you]					*
<b>Branding</b>					
Distribute Company Swag	*	*	*	*	*
Logo on Website	*	*	*	*	*
Publicity via social media		*	*	*	*
Logo on Event T-Shirts			*	*	*
Host Auxillary Fun Event			*	*	*
Meal or Bus Sponsor				*	*
Custom Branded Stuffed Animal					*
<b>Recruiting</b>					
Distribute Recruiting Material	*	*	*	*	*
Send Recruiter		*	*	*	*
Resume Book			*	*	*
Email blurb to participants			*	*	*
Connect with Winners				*	*
Interview Room				*	*

Interested in getting involved in a way not listed above? Send us an email at [hackprinceton@princetonclub.com](mailto:hackprinceton@princetonclub.com).  
We're always looking to try new things!