



# HackPrinceton, Fall 2014

*It's all about the people. November 14-16th, 2014*

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**40 hours - 600 hackers - \$15,000 in prizes**

We could go on and on about the numbers, but we'd rather not. At HackPrinceton, it's all about the people. We celebrate not only the diverse projects that are created, but also the talented individuals who come, and the stories they leave behind.

Held once a semester at Princeton University, HackPrinceton is an unmatched opportunity to network with and meet some of the most motivated and talented students all in one place. We provide a unique experience thanks to our strong hardware track and mentorship system. Students receive a tremendous amount of resources to support the latest cutting-edge technology - Princeton's Electrical Engineering Lab is even open for use! We are working to revolutionize our mentorship system to form a lasting community that both mentors and participants can benefit from.

As a result of this focus, our hacks are of the highest caliber. This Spring, over 500 participants from 40 schools submitted 96 projects: Echocast, an information transmitter through sound; Airbike, a bike sharing system using a wireless electronic lock.

In the end, whether it is to recruit students or to get your brand out, HackPrinceton is an opportunity unlike any other. We hope to see you here!

Team HackPrinceton  
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# What we do

At HackPrinceton, we care deeply about the people who come, and the connections they form with others. However, this would not be complete if we had certain groups missing, especially if they constituted half of the general population.

We place a heavy emphasis on reaching out to female hackers, who are typically underrepresented at hackathons. In addition, we encourage attendance by freshman and non-technical participants through a variety of programs for beginners.



The all-girls winner of the Data Analysis Prize last Spring



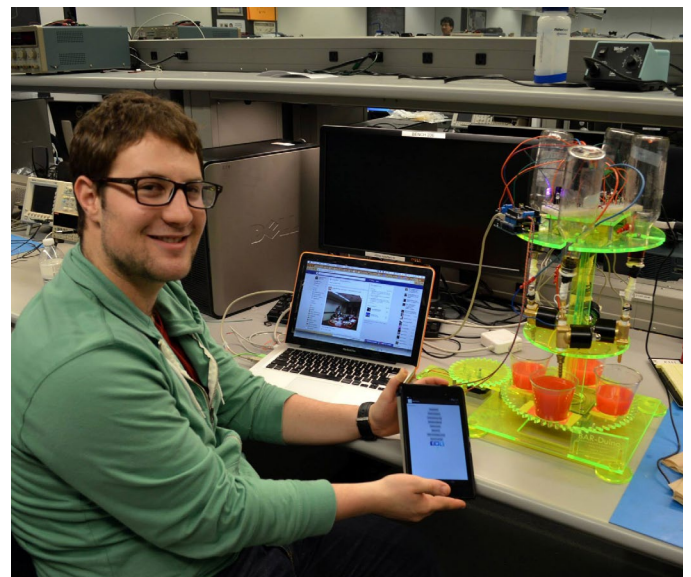
Mentors sharing a laugh in Princeton's Electrical Engineering Lab

Once again, we place a high priority on reaching out to all groups, especially the underrepresented like our hardware hackers. With the most established hardware track in the country, we have the resources to support a wide array of hacks and attract some of the most cutting-edge hardware technology.

Their presence and expertise has led to many creative hardware and software-integrated hacks such as Crypto-Card, a secure payment system, and Piano Stairs, a novel way to play notes by dancing up and down steps.

Though we value hacker-hacker interactions, we also recognize the importance of mentors at our event. These veterans of the industry bring years of experience beyond that of any participant. Regardless of skill level, our hackers benefit from our extensive mentor system.

Age is no barrier. Mentors interact with students personally as equals, working together to build imaginative and relevant projects that leverage the powerful technologies from our sponsoring companies.



Serving the best (non-alcoholic) drinks at any hackathon!



# Invest in the Future

*All sponsors will have logos featured on our website, and will be recognized during the event. Sponsorship tiers include all benefits of lower levels. We're always open to new ideas, so please contact us to get involved!*

## Mentor

Get students invested in your API by pairing them with 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. All other swag will be made available at our swag-station.

**Seed - \$1000**

## Workshop/Talk

Give a 30-60 minute talk throughout the hackathon demonstrating a useful skill or technology from your company. Past topics include "How to Give a Great Demo" & "Building a Prototype in 24 hours."

## Fun Events / Meal

Ingrain your company's name in the minds of the hackers with a delicious meal or an event such as 'Ping Pong with an Olympian'. As our hackers enjoy themselves, they will see that you made it possible.

**Angel - \$2000**

## Special Prize

Promote the use of your API 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 be given access to the resume books of all participants. They will also have access to the email list of all attendees.

**Series A - \$5000**

## Brand Placement

Enjoy prominent placement on our most widely viewed materials such as the website and t-shirts for participants.

## 1st, 2nd or 3rd Prizes

Award the best teams in either hardware or software with prizes such as Oculus Rifts or Adobe CC, by [your company name]

**Series B - \$10000**

## Contact the Winners

Sponsors at this level will have the opportunity to reach out directly to the winners of the event for recruiting purposes.

## Judge nomination

Nominate a judge for our event, who will determine the best hacks and personally award the prizes at closing ceremonies.

## Title Sponsor - starting from \$20000

*HackPrinceton, by [your name here]*

## Branding

Let it be known that you support student entrepreneurs. Logo will appear on all promotional materials, acknowledging your role in making HackPrinceton possible. Optional short statement will appear on materials for hackers.

## Company Representative

Send a guest speaker for either our opening or closing ceremony. With the undivided attention of every hacker, you will have unparalleled opportunity to communicate with this audience of talented individuals.

## Grand Prize

Award and present the best hack of any track at our event. Show everyone your support of quality and imaginative engineering. Your representative will announce and present the prize during the ceremony.