



Hack the North

Sponsorship Package



September 16–18, 2022



University of Waterloo



hackthenorth.com



sponsor@hackthenorth.com

About Hack the North

Hack the North is **Canada's biggest hackathon!** Passionate and diverse minds are brought together from around the world. In just 36 hours, hackers leverage **engineering, design, and entrepreneurship skills** to dream big and build incredible projects. Our sponsors make it possible for hackers to turn their ideas into a reality.

At our last in person event, we had...

1500+

hackers interested in
recruitment

600

projects
submitted

170

schools represented

300+

graduating
students

560

female & non-binary
hackers

1600+

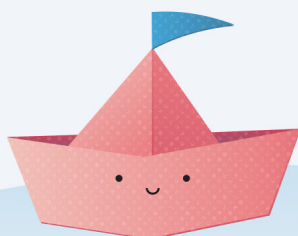
hackers

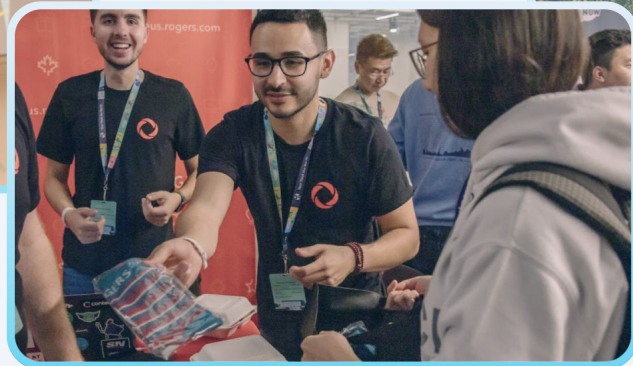
34

countries represented

7500

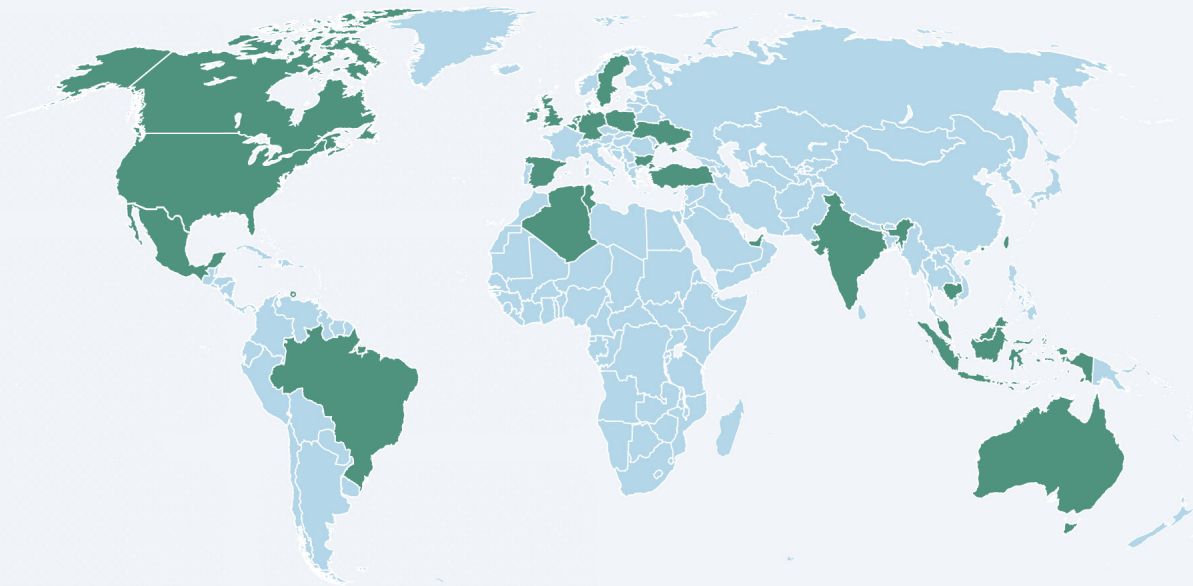
applications





Sponsor Experience

Sponsors make it possible for hackers to **dream big**. Whether it be through sharing your own experiences, providing technical mentorship, or introducing hackers to exciting opportunities, you help us unite **1,000 emerging developers, designers, and builders** from all around the world.



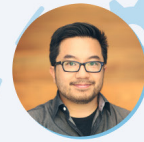
We are excited to be **back in-person** for Hack the North 2022. Through an in-person event, we look to increase the avenues of connecting sponsors and hackers together. From sponsor workshops to 1:1 networking opportunities in the sponsor bay, **hackers make lasting connections with our sponsors** that extend past the 36-hour hackathon weekend. We hope you can join us for an even better experience at Hack the North 2022!

Leaders at Hack the North



Justin Trudeau 2017
Prime Minister of Canada

When I look around this room, I see quick learners, creative thinkers, and natural risk takers who are not only the leaders of tomorrow, but the leaders of today.



2021

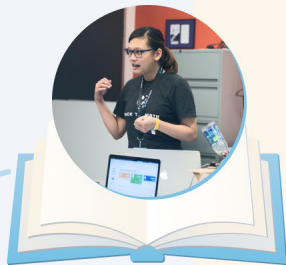
Garry Tan
Co-founder
Initialized Capital



2020++

Tiffani Ashley Bell
Founder & Executive Director
The Human Utility

Attendee Stories



2019

"Everything Hack the North provided—inspiring speakers, mentors, workshops, food, coffee and free swag (lots of swag giveaways!)—contributed to an awesome supportive environment that made it really fun to hack away for those 36 hours."

Michelle, two-time Hack the North winner



2020++

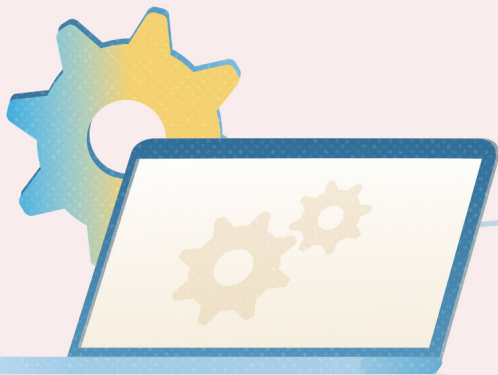
I came in a little intimidated, choosing to pair up with (what once were) complete strangers not knowing what to expect at such a large hackathon. I came out with several new friends, a new sense of confidence, a learned language, improved skills... and, of course, amazing swag.

Adriana, beginner hacker

Sponsor Perks

	Startup Contact us via email	Bronze \$7.5K	Silver \$15K	Gold \$25K Limited Spots
Recruiting				
Company representative passes*	4	8	12	16
Student resumes		Post-hackathon	Pre-hackathon	Pre-hackathon
Sponsor booth		1	1	2
Select table location			●	●
Profiles filtered by student interest			●	●
Coffee chats				●
Career development sessions				●
Marketing				
Monthly newsletter features	●	●	●	●
Logos on website/banners	●	●	●	●
Social media promotion	●	●	●	●
Swag in welcome bags	●	●	●	●
Website showcase			●	●
Stage time			1 min	3 min
Name an area				●
Blurb in welcome booklet				●
Hacker Development				
Host tech talk**	●	●	●	●
Host API prize***	●	●	●	●
Host API workshop	●	●	●	●
Present API prize on stage	●	●	●	●
Limited Add-ons				
Hackathon office hours	\$1,500			Includes 2 passes to opening ceremonies *
Sponsor an activity	\$2,000			Tech talks are proposal-based **
Lightning challenge	\$2,500			To qualify for an API prize, you must have a public-facing API ***
Sponsor a snack	\$3,000			





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