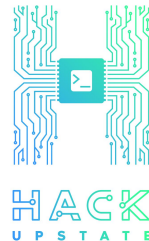


# HACK UPSTATE

*Unite, facilitate and collaborate.  
Advancing our tech communities.*



**Doug Crescenzi**  
[doug@hackupstate.com](mailto:doug@hackupstate.com)



**Jesse Peplinski**  
[jesse@hackupstate.com](mailto:jesse@hackupstate.com)

# What is Hack Upstate?

## Mission

Hack Upstate's mission is to [unite](#) and [facilitate collaboration](#) among the greater Upstate New York technology community. In doing so, we aim to [contribute to the growth](#) of Upstate New York's technology sector, and to create a robust network of [technologists](#) and [regional technology companies](#).

## How

Hack Upstate organizes weekend [hackathons](#) twice a year (i.e., Fall & Spring) where [developers, designers, engineers](#) and [innovators](#) from across Upstate New York come to Syracuse, NY, and share ideas, form teams, build projects, and win awesome prizes in 24 hours. The event is [free to attend](#) for all participants.

## Additional Information

[hackupstate.com](http://hackupstate.com)  
[team@hackupstate.com](mailto:team@hackupstate.com)

# events.

- 13 biannual Hack Upstate hackathons
- 5 app challenges in partnership with [AT&T](#)
- AT&T's [Youth Code Project](#)
- [Hack Mohawk Valley](#), Utica's first community hackathon
- [Careers in Code](#), a free coding bootcamp for women & minorities

200+

Average Sign Ups

100+

Average Participants

19

Average Projects



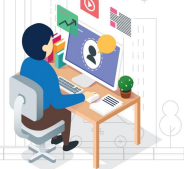


# participation and geographic distribution.

## Hack Upstate

ADVANCING UPSTATE NY'S TECH COMMUNITY

A network comprised of  
1000s of engineers &  
100s of Upstate NY employers



Tens of  
thousands  
Website users



Thousands  
of active email  
list recipients



7,500  
Monthly  
blog views



Thousands  
of followers on  
social media



Tens of  
thousands  
of social media  
impressions



5 Star  
Facebook rating



Dozens of  
successful job  
placements

[hackupstate.com](http://hackupstate.com)



HACK  
UPSTATE

2 EVENTS A YEAR  
(fall and spring)



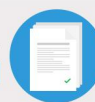
157 Average number  
of sign ups per  
event



420 Sign ups in the last  
12 MONTHS



19 Average number of  
PROJECTS SUBMITTED



41% FEMALE  
PARTICIPATION



59% MALE  
PARTICIPATION



79% STUDENT  
PARTICIPATION



21% PROFESSIONAL  
PARTICIPATION



1000s  
of engineers and  
hundreds of Upstate,  
NY employers



DOZENS OF  
SUCCESSFUL  
JOB PLACEMENTS

[www.hackupstate.com](http://www.hackupstate.com)





**Mark Headd**  
@mheadd

Following



Massive, diverse crowd at the kickoff for @hackupstate. Upstate's tech community is strong and growing.



11:11 AM - 6 Apr 2019 from Syracuse Technology Garden

6 Retweets 25 Likes



A group of people, mostly young adults, are gathered around a food service area at night. They are holding plates of food, including tacos and salads. The background is dark with some blurred lights, suggesting an outdoor or semi-outdoor event. The text is overlaid in the center of the image.

Dozens of successful STEM job  
placements over 5 years

# What do our sponsors think<sup>1</sup>?

100%

of sponsors thought we provided appropriate recognition for their sponsorship

100%

of sponsors found value from the in person networking opportunities

1. Survey results taken from
  - a. 5 out of 16 sponsor responses from our Spring 2018 hackathon
  - b. 3 out of 7 sponsor responses from our Spring 2019 hackathon



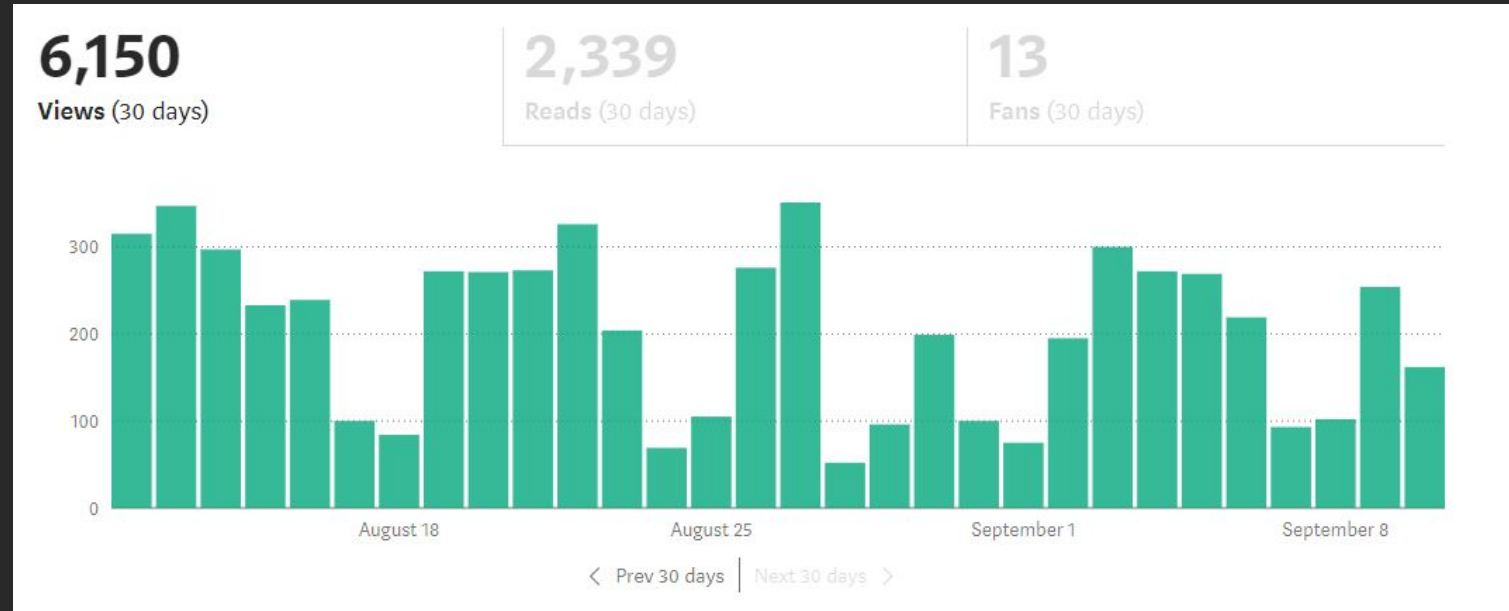
# themed & API prizes.

- Best Use of Collectible Gaming Data (TCGplayer, [3 out of 14 projects](#))
- Best Use of Stae's API Using a Syracuse Dataset (Stae, [2 out of 14 projects](#))
- Best Hardware Hack (Arrow)
- Best Business Disruptor Idea (Raymour & Flanigan)
- Best User Experience (TCGplayer, ITX Corp)
- Best Use of Esri Technology (Esri)
- Buffalo Civic Innovation Challenge (City of Buffalo)
- DataCuse (City of Syracuse)
- PUBG Madglory API
- Best Effort Hack
- Euphony API
- MongoDB API

# content marketing.

- Here are a [blog articles](#) we've written for sponsors to highlight their involvement
- Hack Upstate XIII
  - [Tompkins Trust Company's Commitment to the Community, Tompkins Trust Company](#)
- Hack Upstate XII (Fall, 2018)
  - [How One CNY Company is Flipping the Script on Retail, Raymour and Flanigan](#)
  - [OBG Supports Local Tech Initiatives for the Advancement of STEM Careers, OBG](#)
  - [Jump-Starting Your Tech Passion Into a Career, Cornell](#)
  - [TCGplayer Sponsoring Hack Upstate XII, TCGplayer](#)
- Hack Upstate XI (Spring, 2018)
  - [Hack Upstate's Focus on Innovation is a Core Value at ITX Corp](#)
  - [Embracing Challenges Through Collaboration With AIS, Assured Information Security](#)
  - [At the SU iSchool Blockchain Technology is All In The Family, Syracuse iSchool](#)
  - [Success is Grounding "Company" in "Community", Tompkins Trust Company](#)
- Hack Upstate X
  - [How creative partnerships are set to transform Syracuse one block at a time, Syracuse iSchool](#)
- Hack Upstate IX
  - [Trifecta of Awesomeness? Yeah, we have it right here, Cornell](#)
  - [AT&T Driving the STEM Bus in Upstate, AT&T](#)
- [How to Unlock More Potential in Upstate New York](#)

# medium.com blog stats (sept, 2019).





# testimonials.



"Hack Upstate has been *instrumental to Upstate New York's technology sector growth*. As a Startup-NY company, it's exciting to see the rate at which their *community is expanding*, and the success they've had *aligning Upstate tech talent with employers*. We're so proud to have them here in New York."

**RACHEL HOAT**

**Former Chief Digital Officer and Deputy Secretary for Technology, New York State**



"From elegant to crude, the paths of invention are riddled with challenges best tackled through diversity in talent and thinking. *Hack Upstate attracts these rare ingredients and fendishly disrupts traditional planning* through rules and boundaries ensuring the unexpected."

**PATRICK DANIAL**

**Chief Technology Officer and Co-Founder, Terakeet**



"We at AT&T have worked closely with Hack Upstate on five different civic related hackathons throughout the past two years. All have been *tremendously successful, and introduced extraordinary value to Upstate New York's STEM community*, as well as the Upstate community at large."

**BEN ROBERTS**

**Director of Public Affairs, AT&T**

# testimonials.



*"In the emerging Upstate New York tech scene, [Hack Upstate is an essential asset](#). It's an outstanding event for bringing together some of our region's top tech talent, a tight, well-run event and an absolute blast!"*

**DAVE BULGER**

Chief Executive Officer, Tuzag



*"As a certified Benefit Corporation, Metis Consulting Group believes that strong communities make strong businesses. That is why we are long-time sponsors of Hack Upstate, [whose mission to unite and facilitate collaboration among the greater Upstate New York technology community](#) dovetails seamlessly with our own goal of conducting Business as a Force for Good."*

**AIMEE KOVAL**

President & COO, Metis Consulting Group



*"Hack Upstate was a great way for our company to meet a [highly engaged, talented community of developers](#) from the Central New York region."*

**CRYSTAL PENALOSA**

Community Engineer, Stae

# testimonials.



"Hack Upstate *energizes the developer network of our region*. Hundreds of creative people come together, then go from strangers to collaborators through friendly competition as they develop unique and useful solutions. The event is always well planned, with great sponsors, food and drinks, and smart, diverse judges. Through its engagement and longtime commitment, *Hack Upstate leads by example in this area's coding community*."

**JIM JURISTA**

**Chief Technology Officer, Metis Consulting Group**



"Hack Upstate is building a more connected, aware, and knowledgeable developer community for our region. Shared projects and sleepless nights are leading to new friendships and *turning ideas into real products and services*."

**NASIR ALI**

**Co-founder and CEO, Upstate Venture Connect**



"Hack Upstate shares several of the same core values as Tompkins Trust Company, and so we are thrilled to have the opportunity to give and support the important work *Hack Upstate does for Central NY and the tech industry*."

**AUNDRE SEALS**

**Marketing Communications Business Partner, Tompkins Trust Company**



# our team.

## Jesse Peplinski

Partner

Hack Upstate

jesse@hackupstate.com



## Doug Crescenzi

Partner

Hack Upstate

doug@hackupstate.com



## Will Guisbond

Intern

Hack Upstate

will@hackupstate.com



## Jason Scharf

Student Success Rep.

Careers in Code

jasonscharf3@gmail.com





Interested in hosting a  
hackathon in Rochester?

Package (Hack Rochester I)	Mega - \$2,500	Giga - \$5,000	Tera - \$10,000
General			
Speak at Opening Ceremony (2-3 mins)	✓	✓	✓
Listing on Career Portal on our Website for ~6 months ( <i>hackupstate.com/jobs</i> )	✓	✓	Prominently displayed
Sponsor a Meal ( <i>Dinner, lunch, or breakfast. Limited to <b>first</b> giga/tera sponsor(s)</i> )		✓	✓
Sponsor a Custom Prize Category		✓	✓
Side Event ( <i>Tech talk, API demo, product workshop, panel discussion, minigame, tutorial, etc</i> )		30 minutes	45 - 60 minutes
Judge & Award Prizes			✓
Recruiting			
Send Recruiters, Mentors, and Developers	✓	✓	✓
Sponsor Table ( <i>Limited to <b>first</b> ~4-5 giga/tera sponsors</i> )		✓	✓
Copy / Logo / Links Included in Results Email of ~2500 Recipients ( <i>After the event</i> )			✓
Promotion			
Company Logo on Back of T-shirt & Website	✓	✓	Prominently displayed
Recognition during Opening and Closing Ceremony	✓	✓	✓
Social Media Shoutout	✓	✓	✓
Distribute Swag ( <i>Shirts, Stickers, Brochures, etc</i> )	✓	✓	✓
Blog Article Generated and Promoted by HU team (250 - 500 words)		✓	✓
Digital Banner on Top of our Website ( <i>Hack Upstate is proudly presented by you</i> )			✓
Co-hosted by you ( <i>Available to <b>1st</b> Tera sponsor only</i> )			✓

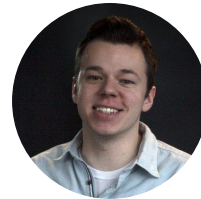


# Any Questions?

If you have [anything](#) further you would like to discuss, or ideas for another sponsorship package, please [contact us](#). We are more than happy to [set up a phone call](#) and chat! We are [flexible](#) with our options and can [tailor sponsorships](#) to suit your needs.



**Doug Crescenzi**  
[doug@hackupstate.com](mailto:doug@hackupstate.com)



**Jesse Peplinski**  
[jesse@hackupstate.com](mailto:jesse@hackupstate.com)

## [Additional Information](#)

hackupstate.com  
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