

Hack Western 13

Sponsorship Package

Western University

November 21 - 23, 2026

hackwestern.com

hello@hackwestern.com



Event Overview

📅 November 21 - 23, 2026

📍 Western University



A Weekend of Innovation

36 hours, 80+ projects, 320+ students, and 13 years standing.

Hack Western is one of Canada's largest student-run hackathons and serves as a thriving community that ignites North America's brightest students and ideas. Over the weekend, top students from across North America team up to build innovative web, mobile, and hardware solutions that address real-world problems. Hack Western empowers participants with cutting-edge tools, mentorship, and hands-on learning. Allowing a transformation from raw ideas into working prototypes.

By sponsoring Hack Western, you're not only investing in the future of tech, you're also gaining direct access to a pipeline of high-potential talent, fresh perspectives, and meaningful brand exposure. Your support enables us to break down barriers to entry, expand access to industry mentorship, and create a space where your company can engage with tomorrow's leaders in technology. We've seen just how transformative this experience can be for students and sponsors alike.



Hack Western 12 Impact

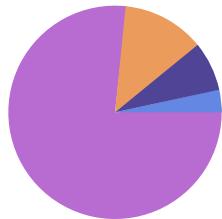
82

projects submitted

320

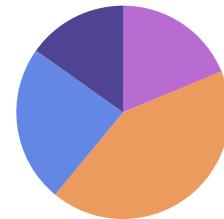
total participants

School



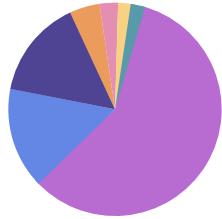
- 77% Western, Waterloo
- 13% McMaster, UofT, TMU, York
- 8% Windsor, Fanshawe, Laurier
- 2% Other Schools

Year



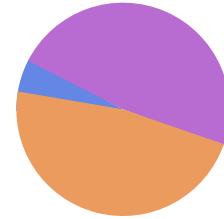
- 62% First year
- 15% Second year
- 9% Third year
- 14% Fourth year & Other

Program



- 58% Computer Science
- 15% Software Engineering
- 15% Other Engineering
- 5% Business
- 3% Math/IT
- 2% Science
- 2% Other

Gender



- 49% Male
- 47% Female
- 4% Other gender identities



Sponsorship Overview

Creating the Future of Technology Together

Why Sponsor Hack Western?

Technology is leveraged in unique ways at every company, and we want to help showcase it. We are committed to connecting you with emerging top talent and new perspectives to thrive in a rapidly changing digital age. Hack Western brings together the thriving entrepreneurial and technology community at Western University and beyond. Western ranks #3 for entrepreneurship in Canada, and Western-founded and Western-run companies raised \$2.4 billion in 2024, placing Western higher than any other university in Ontario. Together, we can expand your company's reach and influence in the technology space, connecting you directly with the next generation of digital innovators.

Western ranks

#3 for entrepreneurship in Canada

and Western-founded and Western-run companies

raised \$2.3 billion in 2022

— more than any other university in Ontario.





Sponsorship Perks



Recruiting Success

Interviews and conversations started at HW11 had real impact: 47% of participants who connected with sponsors were later hired directly by those companies.

Engage directly with a diverse pool of students through interactive coffee chats, sponsor booths, and workshops, while gaining access to a curated selection of resumes and profiles — helping you identify and connect with future leaders in tech.

Live Showcase

Highlight your company's departments, projects and technologies in an interactive way. It is an opportunity to receive live product feedback, explore different use cases, and facilitate deeper conversations around your company's work.

85% of attendees interacted with 3+ sponsor booths.



Inspire & Be Inspired

Sponsor-funded travel grants helped 100+ students attend HW11.

Empower the next generation of tech leaders to tackle complex challenges and witness their remarkable innovations unfold at Hack Western, all within just 36 hours.



Sponsorship Tiers

	Bronze \$2000	Silver \$4000	Gold \$5500	Diamond \$9000+
Recruiting				
Sponsor Booths	Welcome to attend event	◆	◆	◆
Mentors		◆	◆	◆
Access to Student Resumes and Profiles	◆	◆	◆	◆
Available Time for Scheduled Coffee Chats		2 hours	3 hours	4 hours
Onsite Interviews			◆	◆
Engagement				
Custom API/Prize	◆	◆	◆	◆
Workshop During Event			1 workshop	2 workshops
Stage Time at Opening Ceremony			1 minute	2 minutes
Final Judge			◆	◆
Exposure				
Social Media Shoutouts	◆	◆	◆	◆
Logo on Website	◆	◆	◆	◆
Newsletter to Mailing List		Opportunities	Feature	Spotlight
Sponsored Swag Bag Item	◆	◆	◆	◆
"Powered by" Event During HW 12			◆	◆

Interested in **customizing your package?**
Let's get in touch to tailor your involvement to best meet your needs!

 hello@hackwestern.com



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