



HACK THE 6IX

SPONSOR HANDBOOK 2021

August 20-22, 2021 | Virtual Event

Last Updated: July 26, 2021



Our Event

Hack the 6ix (HT6) is the largest student-run, non-for-profit summer hackathon located in the heart of Toronto. 2021 will be the second time Hack the 6ix will be virtual with more than 500 participants expected to attend.

Our team is working diligently to provide invaluable experiences and challenges for our hackers and opportunities for sponsors to connect with students even in a virtual setting. Hack the 6ix will utilize all available resources to make sure that the event can run smoothly while everyone is socially distancing in their own homes.

Join us on August 20-22 for 48 hours of fully remote and fun-filled hacking! Stay tuned for a more detailed schedule for Hack the 6ix 2021.

Important Dates

- **July:** Sponsor promotions begin on Hack the 6ix social media
- **July 10:** Hacker applications open
- **June 24:** Hacker applications close
- **July End:** Sponsor Confirmation and Contract deadlines
- **August 16-19:** Sponsor welcome packages sent out
- **August 20 Evening:** Opening ceremonies
- **August 22 Afternoon:** Opening ceremonies

Deliverables

As soon as possible

- Company biography (~80 words)
- Company logo and relevant marketing materials
- Links to include in marketing posts and on the website
- Signed sponsorship contract

July

- Workshop topic and description + Workshop Host (e-mail, title, biography)
 - └ ↗ Silver Tier and Above
- Sponsor challenge information (title, description, criteria, and prize)
- Invoices Paid and Cleared
- Sponsor swag details
 - └ ↗ Gold Tier and Above

August

- Confirmation of company representatives & mentors who will be hosting the sponsorship booth (e-mail, position, biography)
- Links / Logos for Sponsorship Booth on Hopin
- Judges confirmation and information including email and bio
 - └ ↗ Silver Tier and Above
- Video for the Recruitment Speech for Opening Ceremonies



Venues and Platforms



Hopin

Hopin will be one of the primary platforms used by HT6 to facilitate this year's event. It will host the stage, sponsor booths, and networking activities.

Stage

The stage on Hopin will be used to host the Opening/Closing ceremonies, keynote speakers, and workshops. For more information on how stage works, check out [this link](#).

Sponsor booths

Just like a booth in an in-person conference, hackers will drop in from time to time to ask questions to your representatives (see below for expectations). The booth will require logos and branding to showcase your company, check out [this link](#) for more details.

Networking

The Networking section on Hopin is a place for automated one-on-one meetings and is Hopin's way of facilitating connection discovery at an event. To learn more about how matching works, check out [this link](#).

Venues and Platforms



Discord

Discord is the second platform that will be used to facilitate conversations between sponsors and organizers and by hackers to collaborate, create teams, and seek mentorship.

Within Discord, every individual will be given a specific role in order to clearly differentiate between hackers, organizers, and other sponsors.

Verification

While first logging into Discord, you will be required to verify using the email submitted during registration. `!verify <email address>`

Channels

Every sponsor will have their own dedicated channel where hackers can ask for help or for resources during the event. Additionally, there will be a general #mentorship channel for more casual conversation.

Mentorship

We will leverage a Discord bot for hackers needing assistance during the hackathon, creating a new text channel with their question every time. Mentors are encouraged to help out hackers and answer questions as they feel comfortable.

Mentors

Although we do not have a set limit for the numbers of representatives/mentors sent from each company, we encourage that each company can send a minimum of two representatives/mentors to attend the hackathon. As a rep/mentor, you are there to answer questions, provide support, and offer advice to our hackers! We encourage companies to bring mentors and representatives with a wide range of experience and knowledge that are outgoing and can easily connect with our hackers. We will have a system in place through Discord to connect you with hackers who need help the most!

Company Exposure Tips

We're excited that our students will have the opportunity to engage and learn from diverse companies during the hackathon! Here are some tips to maximize the company's exposure during the event!

- Don't be afraid to reach out to our hackers during or after the hackathon!
- Be interested - our hackers come from a variety of different backgrounds and have loads of different interests and ideas that you can help foster and build on.
- Be proactive, we strongly encourage you to go and talk with our hackers and directly witness their creativity, team working skills and technical talent!
- Staff the sponsor booths - we will have dedicated time on both Saturday and Sunday for hackers to connect with Sponsors. Make sure to be around to meet them and answer questions.



Company Swag

► ⭐ Gold Tier and Above

If you would like to include company specific swag in our swag packages, we request that you connect with a team member as soon as possible to arrange shipping to our staging location. Our team will prepare these items within our packages and ship them out to participants!

Hacker Challenges

► ⭐ Silver Tier and Above

If you are hosting a hacker challenge, please reach out and work with the HT6 team to create a challenge well suited to our event, the hackers, and your goals. Please see previous year's challenges ([here](#)) for reference.



Hosting Workshops

► Silver Tier and Above

Here are a few tips on how to make the most of your digital workshop! If you haven't already, please make sure to let the HT6 team know what your workshop will be about so that we can make sure there are no workshop conflicts with other sponsors.

- Prepare to host your workshop for an hour including any question time.
- Set up 10 minutes prior to the workshop to ensure technology and logistics ready to start on time.
- Turn on your camera! This really helps to make your workshop feel as personable as possible.
- Define a learning outcome for the workshop, and a workshop is even more effective with provided resources and materials that hackers can take afterwards.
- Let students know if they need to install any specific software prior to your workshop well in advance. By doing so, students will come prepared and ready to learn on time.
- Having a call to action - don't forget to promote your company! Feel free to talk about your initiatives, recruitment, new software and drop any associated links.

Possible Workshop Topics

We asked our hackers from last year on the workshop topics they are interested in, and here are the top answers:

Technical:

Artificial Intelligence/Machine Learning (Tensorflow, Natural Language Processing), Blockchain, Javascript (Vue, Node, MERN), Databases (Firebase or Dynamo), Mobile (Android, iOS, Flutter), Easy cloud platform deployment (Azure, AWS, Google), Containers (Docker, Kubernetes)

Non-Technical:

Teamwork, prototyping, prototyping/building an MVP, entrepreneurship, sustainability, diversity & inclusion

Keynote & Recruitment Speeches

Both Keynotes and Recruitment speeches will run during the opening ceremonies and will take the form of pre recorded videos.

- Keynotes should aim to be around 15 minutes in length and recruitment speeches will differ in length based on your tier
- Have a clear theme and message set out beforehand
- Feel free to promote your own company - be sure to drop links and information pertaining to initiatives, recruitment, new softwares etc.
- Please communicate to us the outline of your speech ahead of time so that we can avoid any conflicts between sponsors!
- Please submit a recording of speeches ahead of time in one of these file formats: mp4 (mpeg-4), mov, mpeg-2, avchd, or hdv

Judging

We will be using Gavel to facilitate judging the hackathon submissions. More details on the platform, process and criteria will be delivered during the hackathon. Additionally, sponsors are expected to assign judges and provide winners to the organizers for their hacker challenges.





Contacts

These contacts will be available throughout the event for any issues, questions, or concerns that you may have:

Name	Email	Discord Tag
Chirag	chirag@hackthe6ix.com	cgada#1250
Amy	amy@hackthe6ix.com	amyzhang#4674
Eric	eric@hackthe6ix.com	Flaremage#3043
Brian	brian@hackthe6ix.com	bLian#8785
Emily	emily@hackthe6ix.com	emilym#6793
Cindy	cindy@hackthe6ix.com	cchen#1156