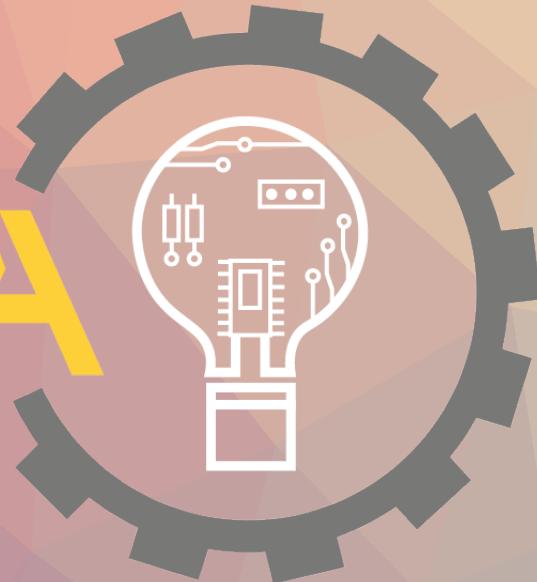


# IDEA

IMAGINE. DESIGN. EXECUTE.  
ACHIEVE.



## SPONSORSHIP BROCHURE

2020 JANUARY 10 - 12

# ABOUT

For the sixth time, UCLA IEEE and UCLA Colony of Theta Tau are pleased to present IDEA Hacks, one of the few college hackathons that provide an emphasis in hardware. At IDEA Hacks we provide our hackers with tools, such as 3D printers, soldering stations, and other equipments free of charge. Not only will these hackers code, but they will also create tangible products from scratch in one weekend. Following last year's success, we are increasing the size of the hackathon for this coming year to provide as much benefit as possible to the engineering community.

# SPONSORSHIP BENEFITS

## Live Feedback for New Products

Hackathons facilitate real-time user testing of your product on hackers who fit the same demographic as your customers. Their input will provide invaluable data for what potential clients will experience when using your product. We also provide sponsors with options for branded company prizes and stage time at the opening ceremony.



## Recruiting

Our hackathon grants access to top technical talent from select universities through our rigorous application process. Not only are these students smart and talented, but their passion and drive motivates them to stay up 36 hours to construct a working product. These are the students you want to hire.

## Theme: College Lifestyle

This year's IDEA Hacks theme is about finding ways to enhance the lifestyle of college students. Whether it's creating new technologies for classrooms or improving the quality of daily routines, innovations for college campuses have the potential to change the way that students learn and live.



## Brand Recognition and Exposure

If you are looking to garner brand recognition or to demonstrate your company's technical side, then look no further. Companies love sponsoring IDEA Hacks because we provide exposure to a relevant audience - future customers and early adopters who will try new products and create with new technologies.



# IDEA HACKS

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# SPONSORSHIP TIERS

	SILVER	GOLD	PLATINUM	DIAMOND	TITLE*
	500	1500	3000	5000	8000

## GENERAL

Bring Hardware	—	●	—	●	—	●	—	●	—
Unlimited Mentors	—	●	—	●	—	●	—	●	—
Sponsor Table	—	●	—	●	—	●	—	●	—
Opening Ceremony	—	—	—	—	3 MIN.	—	5 MIN.	—	—
Present Prize	—	—	—	—	—	—	●	—	—
Keynote Speech	—	—	—	—	—	—	●	—	—

## RECRUITING

Recruiting Materials	—	●	—	●	—	●	—	●	—
Resume Book	—	—	●	—	●	—	●	—	●
Send Recruiters	—	—	●	—	●	—	●	—	●
Post Hackathon Recruiting Email	—	—	—	●	—	●	—	●	—
Info Session	—	—	—	—	●	—	●	—	●
Interview Room	—	—	—	—	—	—	●	—	—

## BRANDING

Kickoff and Awards Appreciation	-	●	—	●	—	●	—	●	—
Logo on Website	—	●	—	●	—	●	—	●	—
Distribute Swag	—	●	—	●	—	●	—	●	—
Logo on T-Shirt	—	—	●	—	●	—	●	—	●
Pre Hackathon Social Media Inclusion	—	—	—	●	—	●	—	●	—
Host a Workshop	—	—	—	—	●	—	●	—	●
IDEA Hacks Co-Host	—	—	—	—	—	—	●	—	—

\* The minimum bid is \$8000; whoever is outbid is automatically made Diamond.

## CONTACT

If you have any questions, send us an email at [sponsor@ideahacks.la](mailto:sponsor@ideahacks.la). We have special options for VCs, incubators, API companies and food vendors. Please reach out for more details.