

Sponsorship Brochure
January 14-16, 2022

ABOUT

The Institute of Electrical and Electronics Engineers (IEEE) is the primary professional society of the electrical engineering profession. It has more than 330,000 members worldwide; including 52,000 student members. It publishes more than 40 technical journals and sponsors or co-sponsors more than 1,000 scientific conferences and meetings around computer engineering, computer science, and related fields. If you're interested in sponsoring IEEE in general, please contact jason.song380@gmail.com.

For the eighth time, UCLA IEEE and the UCLA Chapter 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 equipment free of charge. Not only will these hackers code, but they will also create tangible products from scratch over the course of 36 hours.

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.



Brand Recognition and Exposure

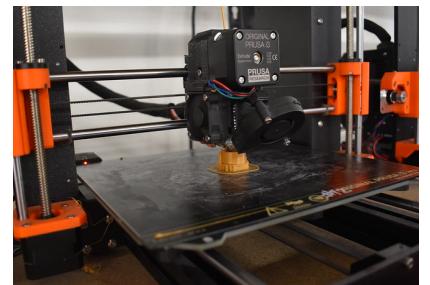
If you are looking to garner brand recognition or to demonstrate your company's technical side, then look no further. Companies love sponsoring IDEA Hacks because we provide exposure to a relevant audience - future customers and early adopters who will try new products and create with new technologies.

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 that you want on your team.

Theme: The Great Outdoors

This year's IDEA Hacks theme is about finding ways to enhance your experience outside. During quarantine, many people have used the outdoors as an escape from online schooling and meetings. We hope to inspire hackers to create new technologies to increase accessibility to nature, emphasize environmental sustainability, or even just improve the outdoor experience. We believe innovations for the great outdoors have the potential to change the way students embrace the greater world around us.



SPONSORSHIP TIERS

General — Recruiting — Branding

	SILVER	GOLD	PLATINUM	DIAMOND	TITLE †
	500	1500	2000	3500	5000

Bring Hardware



Unlimited Mentors * [1]



Present Prize



Recruiting Materials



Resume Book



Send Recruiters *



Post-Hackathon Recruiting Email



Info Session *



Interview Room * [2]



Kickoff and Awards



Appreciation

Logo on Website



Distribute Swag



Logo on T-Shirt



Pre-Hackathon Social Media Inclusion [3]



Host a Workshop *



* the perk will be completely transferred to a virtual platform

† The minimum bid is \$8000; whoever is outbidded is automatically made Diamond Tier

[1] Mentors from your company will be able to help hackers by giving advice or tips on their projects

[2] We allocate space for you to interview our hackers

[3] Your company goes on our promotion video

Contact

If you have any questions, send us an email at pranav.sankars@ieee.org. We have special options for VCs, incubators, API companies and food vendors. Please reach out for more details.

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