

Sponsorship Brochure

2021 January 15 - 17

ABOUT

For the seventh 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 all of our hackers with tools, such as 3D printers, soldering stations, and other equipment free of charge, regardless of year, identity, or major. Not only will these hackers code, but they will also create tangible products from scratch in one weekend.

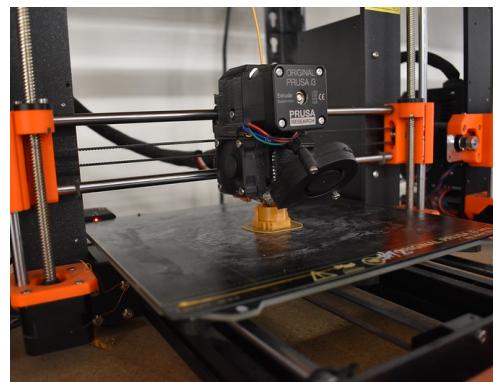
Theme: Home Applications

This year's IDEA Hacks theme is about finding ways to enhance your lifestyle at home. Whether it is creating new technologies for home entertainment, learning, or comfort, we believe innovations for home applications have the potential to change the way students learn and live remotely.

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.



COVID-19 FAQ

Q. How will the hackathon be held?

A. Due to COVID 19, IDEA Hacks will be held virtually in 2021. This means that hackers will be able to participate remotely. We will use the IDEA Hacks website, Devpost, and Slack to post updates throughout the duration of the hackathon.

Q. How will hackers be able to access the materials to hack?

A. We will send boxes to each participant, each equipped with a predetermined set of parts. Since this is a hardware hackathon, we believe that it is of utmost importance to strive to make the hackathon as hardware focused as we possibly can.

Q. How will mentors and sponsorship tables be held?

A. We will be organizing virtual sessions with company representatives which will allow hackers to talk to recruiters and ask questions.

Q. How will workshops be held?

A. Similar to mentors and sponsorship tables, workshops will be held in a remote fashion. We will help organize virtual meetings to allow you to present to hackers.

Q. How will judging work?

A. Judging will also work in a virtual setting. Participants will upload their projects to devpost and hackers and your company representatives will be able to choose their favorite projects. We will organize a voting system that will allow participants and judges that submit their choices to determine the winners.

Q. How will my contribution be used?

A. Your generous contribution will be used to ensure that every hacker will have as many hardware components they will work with to ensure that they have the best hacking experience.

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 teams@ideahacks.la. We have special options for VCs, incubators, API companies and food vendors. Please reach out for more details.

I D E A H A C K S

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