

Sponsorship Prospectus

HackUTA

UTA's first 24 hour hackathon

hosted by: **Mobi**

April 15th – 16th 2017

<http://hackuta.com>

What is HackUTA?

HackUTA is University of Texas at Arlington's first 24 hour hackathon hosted by Mobi with a mission to gather 250 creative students who want to build great stuff. The event will be held between April 15 - 16 at UTA. The event will consist primarily of UTA students alongside students from other universities such as UTD and TCU. The primary motivation for HackUTA is to offer students a way to get together and innovate. We push to have teams with an interdisciplinary set of students from Engineering, to Art/Communications, to Business.

HackUTA 2017 will include several different tracks and end goals for projects to relate to and solve problems in. Three tracks will be finalized and chosen, but examples include

- Space Application Track
- Health Care Application Track
- Best Business Model Track
- Environmental Track
- Productivity Enhancement Track

Why Sponsor?

HackUTA is a great sponsorship opportunity for organizations who want to reach a variety of high quality students and market their brands. By sponsoring HackUTA, your organization will reach a diverse audience of 250 highly motivated students in Computer Science and Engineering, and other disciplines, and will gain exposure to above 40,000 students from the University of Texas at Arlington as well as thousands of other students in the DFW area. The opportunity is even more benign as UTA College of Engineering is the third largest Engineering College in the state of Texas.

We strive to foster innovation and attract the most intelligent students who obviously find an interest in creation and have the willpower to stay up way past reasonable hours.

Sponsorship Tiers

The following sponsorship tiers will help you understand more of how your organization can benefit from HackUTA

We ask that sponsors bring swag/goodies to the event to promote their brand along with mentors to help students and provide their expertise.

| | Bronze \$1,000 | Silver \$3,000 | Gold \$5,000 | Title \$10,000 (bid) |
|------------------------------------|-------------------|-------------------|-----------------|-------------------------|
| General | | | | |
| Recognition at kickoff | ✓ | ✓ | ✓ | ✓ |
| Sponsored API | ✓ | ✓ | ✓ | ✓ |
| Sponsored table | | ✓ | ✓ | ✓ |
| Side event | | | ✓ | ✓ |
| Talk at kickoff (4 minutes) | | | ✓ | ✓ |
| Keynote at kickoff/end (8 minutes) | | | | ✓ |
| Engagement | | | | |
| Distribute materials | ✓ | ✓ | ✓ | ✓ |
| Sponsored tech talk | | ✓ | ✓ | ✓ |
| Resume access | | After | Before | Before |
| Private interview room | | | ✓ | ✓ |
| Social media | | | | ✓ |
| Branding | | | | |
| Logo on website | ✓ | ✓ | ✓ | ✓ |
| Logo on t-shirt | | ✓ | ✓ | ✓ |
| Universal branding | | | ✓ | ✓ |
| Logo on lanyard | | | | ✓ |

Swag giveaway

College kids, especially hackathon hackers love free stuff. Come with your t-shirts, stickers, sunglasses, you name it. Bringing swag is a great way to promote your brand and make you stand out.

Mentors

Sending mentors to help and support students during the hackathon is always a huge plus. If you have a couple of employees who are experts in a particular area, we'd love to have them work with students one-on-one when they need help.

Recognition at kickoff and farewell

Sponsors will get mentioned by name during our kickoff and our farewell speeches. These two speeches will be done in front of the entire HackUTA audience, and each sponsor will be mentioned by name, and thanked for their contributions. Depending on sponsor level, we will also go into further detail about the company and encourage students to follow up.

Sponsored API

If you have an API or particular product you'd like to promote, the best way to test or get feedback is to let a couple of students hack away their best ideas. Make sure to bring prizes for your mini challenge as well.

Sponsored table

You will get a table during the entire hackathon. Sponsors are encouraged to bring branded table cloths, and other decorations to help their table stand out during the event.

Side event

You can host various side events. Side event can be a game or an independent competition.

Talk at kickoff

Gold sponsors will be given the privilege of sending a representative to speak in front of the crowd during our kickoff. For this, all HackUTA attendees will be gathered to listen. Sponsors will be given approximately four minutes to address the crowd.

Keynote at kickoff/end

Title sponsors will be given an extended (over twice!) the amount of time to speak in front of the crowd during our kickoff event. Title sponsors will also be allowed to speak during the ending event. All HackUTA attendees will be gathered to listen during both of these events.

Distribute materials

Hand out flyers, branded materials or even recruiting sheets to students.

Sponsored tech talk

Companies get the opportunity to give a tech talk during the Hackathon. They will be given a private room to host their tech talk.

Resume access

Companies can have access to the resumes of the hackathon participants. Gold and Title tiers have access to the resumes before the event starts and Silver has access to the resumes after the event. Bronze tier do not get access to the resumes of the participants.

Logo on website

Your logos will be featured on HackUTA's official website.

Logo on t-shirt

Your logos will be featured on HackUTA's official T-Shirts.

Universal branding

Your company logo will be placed just about everywhere at the event. You will be on most of our banners as well as the website and t-shirt.

Logo on lanyard

HackUTA and your company logo will be printed on all of our lanyards.