



Hack the North

# Sponsorship Package

- 📅 September 15–17, 2023
- 📍 University of Waterloo
- 🌐 [hackthenorth.com](http://hackthenorth.com)
- ✉️ [sponsor@hackthenorth.com](mailto:sponsor@hackthenorth.com)



# About Hack the North

Hack the North is **Canada's biggest hackathon!** Passionate and diverse minds are brought together from around the world. In just 36 hours, hackers leverage **engineering, design, and entrepreneurship skills** to dream big and build incredible projects. Our sponsors make it possible for hackers to turn their ideas into a reality.

**At our 2022 event, we had...**



# Sponsor Experience

Sponsors make it possible for hackers to **dream big**. Whether it be through sharing your own experiences, providing technical mentorship, or introducing hackers to exciting opportunities, you help us unite over 1,100 emerging developers, designers, and builders from all around the world.

We are excited to be in-person for Hack the North 2023. From sponsor workshops to 1:1 networking opportunities in the sponsor bay, hackers can create meaningful connections with our sponsors extending beyond the 36-hour weekend!



# Leaders at Hack the North

“ When I look around this room, I see quick learners, creative thinkers, and natural risk takers who are not only the leaders of tomorrow, but the leaders of today. ”

**Justin Trudeau**  
Prime Minister, Canada,  
Hack the North 2017



## Attendee Stories

“Everything Hack the North provided—inspiring speakers, mentors, workshops, food, coffee and free swag (lots of swag giveaways!)—contributed to an awesome supportive environment that made it really fun to hack away for those 36 hours.”

**Michelle**  
Two-time Hack  
the North Winner



“I came in a little intimidated, choosing to pair up with (what once were) complete strangers not knowing what to expect at such a large hackathon. I came out with several new friends, a new sense of confidence, a learned language, improved skills... and, of course, amazing swag.”

**Adriana**  
Beginner Hacker



# Sponsor Perks

	<b>Startup</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>
<b>Recruiting</b>	Contact us via email	\$8K	\$16K	\$28K Limited Spots
Company representative passes*	4	8	12	16
Recruiters on site**		1	2	3
Student resumes		Post-hackathon	Pre-hackathon	Pre-hackathon
Sponsor booth		1	1	2
QR scanned hacker contact info	●	●	●	●
Select table location		●	●	●
Profiles filtered by student interest		●	●	●
Coffee chats			●	
<b>Marketing</b>				
Monthly newsletter features	●	●	●	●
Logos on website/banners	●	●	●	●
Social media promotion	●	●	●	●
Swag in welcome bags	●	●	●	●
Website showcase		●	●	●
Stage time			1 min	3 min
Name an area				●
Blurb in welcome booklet				●
<b>Hacker Development</b>				
Host tech talk***	●	●	●	●
Host API prize****	●	●	●	●
Host API workshop	●	●	●	●
Present API prize on stage	●	●	●	●

## Limited Add-ons

Sponsor an activity	\$3,500
Lightning challenge	\$2,500
Sponsor a snack	\$3,000 - \$5,000

\* Includes 2 passes to opening ceremonies

\*\* Recruiter passes are included in the Company representative passes

\*\*\* Tech talks are proposal-based

\*\*\*\* To qualify for an API prize, you must have a public-facing API

- ✉ [sponsor@hackthenorth.com](mailto:sponsor@hackthenorth.com)
- 📍 [hackthenorth.com](http://hackthenorth.com)
- ⬇ [facebook.com/hackthenorth](https://facebook.com/hackthenorth)
- 🐦 [twitter.com/hackthenorth](https://twitter.com/hackthenorth)
- 📷 [instagram.com/hackthenorth](https://instagram.com/hackthenorth)

