

# ScottyLabs Sponsorship Packet

2025-2026



# About Us

Our mission is to foster a community of **passionate**, **interdisciplinary leaders** that use design and technology to achieve more.

As a key part of the fabric of CMU for over 15 years, we have deep roots and connections where it counts.



## About ScottyLabs

ScottyLabs is Carnegie Mellon's **premier builder club**. We are a group of **engineers**, **designers**, and **organizers**, passionate about building useful software projects and hosting educational events for our community.

## What Sets Us Apart

- Our members are among the best engineers and designers at CMU.
- ScottyLabs apps reach **over 70%** of CMU students.
- **TartanHacks**, with **700+** hackers, reaches builders at CMU and **globally**

## Our Members

As our sponsor, you will have exclusive, in-person access to our **talented member pool** and the opportunity to **reach all Carnegie Mellon students** through presence and recruiting events.

**1338** current CMU students on our mailing list

**1,715** members and alums on Slack workspace

**12.5k** monthly users of ScottyLabs projects

## Where We Go



## Organization Structure

### Build and Organize

LABRADOR

TECH

DESIGN

FINANCE

OUTREACH

EVENTS

# Projects

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ScottyLabs designs and develops a variety of tech services geared towards improving the CMU campus experience, and incubates new projects borne from ideas of our members.

## CMUEats



[cmueats.com](http://cmueats.com) | 11K users/mo

Our one-stop-shop for navigating campus dining locations. Current hours, menus, and daily specials are just a click away.

## CMU Courses

[cmucourses.com](http://cmucourses.com) | 9K users/mo

CMU's go-to course browser. CMU Courses is the only service with all the information you need to plan your courses.

## CMUMaps



[cmumaps.com](http://cmumaps.com) | 700 users/mo

Providing detailed maps with indoor room-level navigation for the entire Carnegie Mellon campus.

## Hackathon Suite

[register.tartanhacks.com](http://register.tartanhacks.com) | 1K users

An in-house suite of tools for running hackathons, for CMU and beyond.

## CMUCal

[prototype](#) | Lab S24 Batch

An innovative calendar management system for CMU students that aggregates resources into a central database.

## cmuGPT

[github](#) | Lab F24 Batch

An AI assistant with functionality built specifically for CMU students.

## CMU Study

[cmustudy.com](#) | Lab F24 Batch

A platform to connect students and form study groups at the times that work best for them, making study groups accessible.

## Green

[deck](#) | Lab S24 Batch

Grocery tracking for college housemates.  
Receipt + Shopping list management

**And more...**



[Check out our GitHub here](#)

# TARTAN HACKS '25

## TartanHacks

TartanHacks is the most-attended, longest-running, and **highest-quality hackathon** in the Greater Pittsburgh Region. Every year for over a decade, we have provided over 400 students from 80+ schools the opportunity to showcase their skills (while having fun!) in a 24-hour hackathon.

The three pillars of TartanHacks are **innovation**, **creation**, and **education**. We encourage and welcome everyone to participate, as we aim to make TartanHacks a friendly environment for all participants, especially for underrepresented and minority groups.

TartanHacks 2026 will be February 6-7 @ CMU Pittsburgh

### TartanHacks 2025 Stats:

**1,452** applications received

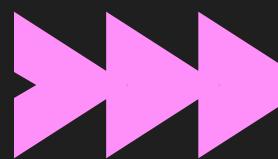
**762** hackers

**176** submitted projects

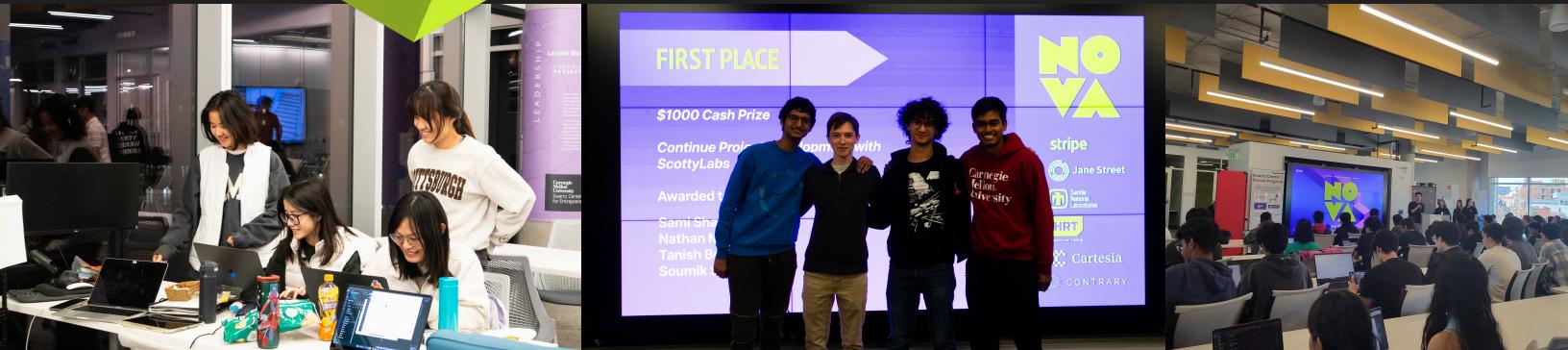
**51%** first-time hackers



# Nova

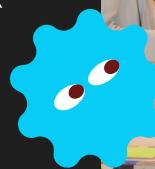


Nova: Emerging Technologies is a unique take on the hackathon format with a focus on the **bleeding edge**. At Nova, participants of all experience levels spend a week learning from **industry professionals and expert engineers** — at the end of the week, participants put their knowledge to the test with a **6-hour sprint hackathon**.



# ScottySpark

ScottySpark **expo** taps into the creativity and innovation of **all CMU students**. The showcase brings designers, engineers, and entrepreneurs together to share **projects of any kind**.



# SCOTTY SPARK



# Why Sponsor Us?

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Working together, we can help you **reach our talented members** and **deepen** your company's presence throughout CMU.

As Carnegie Mellon University's leading software development club, **ScottyLabs** has become part of the campus fabric over the last 15 years. We are dedicated to creating technology to serve the CMU community and beyond: our products reach **10,000 students**, and we host TartanHacks, one of the largest east coast hackathons, with **700+ participants**.

Your support will help us take the organization to the next level:

## Events

**850+ hackers and 200+ projects** at TartanHacks 2026 (mid-February), with more financial support for talent from outside of the region.

## Projects

**Over 80% of campus using ScottyLabs services**, and support for new projects (e.g. CMUStudy, CMUCal) poised to benefit thousands of students.

## Members

**Innovative speakers, support for expensive infrastructure, and social events**, enhancing our work and improving the culture.



Benefits	Partner \$5k	Premier \$10k	Title \$25k+
<b>Logo on Website</b> (22k+ monthly visits)	✓	✓	✓
<b>Logo on Club Projects</b> (12k+ unique users monthly)	✓	✓	✓
<b>General Club Meetings</b> <ul style="list-style-type: none"> <li>Logo on presentations &amp; social media</li> <li>Publicity posts &amp; emails</li> <li>General Body Meeting (GBM) talk</li> <li>ScottyLabs internal coffee chat</li> <li>ScottyLabs internal resume book</li> <li>In-person scouting at ScottyLabs work sessions</li> </ul>	✓	✓	✓
<b>Nova/ScottySpark</b> <ul style="list-style-type: none"> <li>Logo on event merch &amp; presentations</li> <li>30-minute talk or workshop</li> <li>Resume book</li> <li>Prize track</li> </ul>	✓	✓	✓
<b>Brand Presence at TartanHacks</b> <ul style="list-style-type: none"> <li>Logo on event merch &amp; presentations</li> <li>Exclusive Discord server roles/channels</li> <li>Expo tabling at hackathon</li> <li>Sponsor talks at CMU during week of hackathon</li> </ul>	✓	✓	✓
<b>Enhanced Presence at TartanHacks</b> <ul style="list-style-type: none"> <li>1-hour sponsor talk</li> <li>TartanHacks prize track*</li> <li>TartanHacks resume book</li> </ul>		✓	✓
<b>Title Sponsor at TartanHacks</b> <ul style="list-style-type: none"> <li>10-minute Opening Ceremony talk</li> <li>Multiple opportunities for sponsor integrations</li> <li>Largest logo on TartanHacks branding</li> <li>Preferred placement in sponsor expo and event</li> </ul>			✓

\***Premier Tier:** 20% of the committed amount will be allocated to the prize track. Sponsors are welcome to contribute additional funds specifically toward the prize track, but its total value will be capped at \$5,000.

\***Title Tier:** 20% of the committed amount will be allocated to the prize track, with no cap on its total value. Sponsors are also welcome to contribute additional funds toward the prize track at this level.

\*We can do a-la-carte options for organizations interested in a specific event. Presence at Nova as an a-la-carte option is \$2500

Please email us at [hello@scottylabs.org](mailto:hello@scottylabs.org) with any questions.

Your contribution may be tax deductible to the fullest extent permitted by law; please consult a tax professional for guidance.

# Contact Us



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