



Sponsor Packet

## OVERVIEW

HAkron 3000 is a hackathon. A hackathon is a 24-hour event where motivated students of all majors come together and create a novel project in the field of computer science and engineering. It is high-energy, collaborative, and challenging! We are expecting 300 students from universities located all over the midwest.

## WHO ARE WE

HAkron is a student organization at The University of Akron. We are dedicated to advancing tech in Akron area and in the surrounding region. All of the organizers have been to numerous hackathons, participated in them, and won many. We know what a successful hackathon looks like! That being said, we also know what goes into making one. HAkron 3000 will be the group's fourth hackathon that they have organized together in the past year. The last three were all huge successes. Feel free to check out some of the following links to learn more. Our previous events have been featured in The Akron Beacon Journal, Cleveland.com, and The University of Akron's Website.

## WHEN AND WHERE

HAkron 3000 will take place somewhere on the University of Akron's Main Campus. It will take place in late February / early March of 2018.

## WHY SPONSOR US?

This is the perfect opportunity for your company to capitalize on the following, all in one event:

**Recruitment:** This is a perfect event to recruit top talent and develop employer branding. Your company will have the option to receive resumes and to show the potential employees what your company does through talks, demos, and sponsored side events.

**Marketing:** Being a sponsor gives your company a chance to raise brand awareness and/or change brand perception. The opportunity to hand out memorabilia will also be available to ensure that your company will not be forgotten by the attendees. This will associate your brand with a fun and stimulating experience.

**Philanthropy:** Sponsorship also presents an opportunity to give back to the community. You get to help students learn more outside the classroom and gain real project experience. These students are the future STEM leaders and entrepreneurs of the NEO area!

**Product Integration:** Watch how people integrate and interact with your product or service as they use it in their solution. This allows for easy branding exposure and interaction with future employees and customers.

## SUCCESSFUL SPONSORS

Successful sponsors send engineers and employees who:

- ❖ Interact with the hackers and act as mentors.
- ❖ Distribute swag (t-shirts, laptop stickers, water bottles, pens, etc.)
- ❖ Sponsor fun and engaging talks or side events (games/competitions as a break for the hackers)
- ❖ Propose challenge for the hackers to work towards specific to their company

The chart on the next page is just a guide for all the possible ways to help out this event, HAKron is more than willing to customize and work with any company to ensure that they get the most out of this event!



Tier	Byte	Megabyte	Terabyte
Cost	\$1,000	\$2,500	\$4,000
GENERAL			
Send Mentors	✓	✓	✓
Reserved Table		✓	✓
Speak in Opening Ceremonies			✓
Demo			✓
Judge Final Hacks			✓
MARKETING			
Logo on Our Website	✓	✓	✓
Your Logo on Our Shirts	✓	✓	✓
Distribute Company Swag			✓
RECRUITING			
Sponsored Side Event		✓	✓
Resumé Book After the Event		✓	✓
Resume Book Before the Event			✓

## MORE INFORMATION

Sponsored Side Events can be any of the following:

**Workshop:** The workshops are an opportunity for the hackers to learn. They usually include a walk through of a simple execution of something pertaining to hardware or software. The participant should be able to walk away with something (knowledge, or even better a simple tangible foundation) that they can further develop on. Workshops do not have to pertain to the theme, a track, or anything in particular except for technology. For example, a good foundation skill is building a simple android app using Android Studio. Workshops are a good way to engage first hand with the participants.

**Tech Talk:** This would be a talk about which technologies are used at the company and how they are implicated in projects or products. You can give a rundown of how your company works, what they do, why it's important, and the opportunities available there. This is a great way to get the word out about your company.

**Challenge:** Propose a challenge for the participants to hack toward. This can have something to do with your company or just something cool you like to see hackers come up with. For example, hackers can use some of your technology in a hack, or try to solve a problem that your company is facing. You can reward the best hack with a prize.

**Game:** A game or competition that you would like to oversee and provide the prize for. An example of this is MLH (Major League Hacking) held a cup-stacking competition at our last hackathon and awarded the winners prizes. We will be having a room with arcade games and other activities that can be used for this. This is a good way to associate your company with a fun and engaging event.

## CONTACT US

Please do not hesitate to reach out! Our Sponsorship team is always willing to talk to you about how this event can benefit your company! The team can be contacted in either of the following ways:

Email: [sponsors@hakron.io](mailto:sponsors@hakron.io)  
Cell: (603) 548-8971