



Website: mhacks.org | **Email:** mhacks-hackathon@umich.edu

Background

MHacks is a massive student-run hackathon held at the University of Michigan bi-annually. Top tech talent from universities all across the country come together on UofM's campus for 36 hours of hacking. **The inaugural MHacks will be held February 1st-3rd.**

Goals

With the spread of hacker culture to universities across the Midwest, we aim to have the largest student-run hackathon in the Midwest with the goal of uniting 500 of the best and brightest hackers from across the globe.

In addition to a great 36 hours of hacking, MHacks aims to provide more focus on students' experiences at our hackathon. To complement this emphasis on what attendees have built and learned, the hackathon will be judged during an open expo where students will present their hacks to the public. The expo will provide students the opportunity to gain valuable feedback and to have beneficial contact with people, especially with startup founders and recruiters. We want MHacks to be the one-stop-shop where students can show off their skills, compete, meet each other, and find their perfect job or internship.

Sponsorship

We aim to give students an amazing experience at a great venue full of cool swag, tech talks, prizes, and more; we need your help to do so.

One of our greatest expenses is transportation to and from the event, as we aim to make the event affordable and accessible to students from all over the country and Canada. To help with this and other costs, we are reaching out to companies for sponsorship. The benefits of each sponsorship tier are described below.

Sponsor Benefits

MHacks provides a great opportunity for your company to be highlighted at the national stage, establish great connections with multiple universities at once, and tap into new, up and coming top tech talent. With universities from all across the Midwest, the rest of the country, and Canada attending, you will have the opportunity to engage with the best and brightest student hackers. Hackathons allow you to scout out your company's next hire or intern as students display their skills competing to win your prizes.

Note: Each tier also receives everything below it.

Unobtainium (maximum 1)

The ultimate sponsor. A company representative can give a keynote at the opening ceremony. The grand prize will be presented in the name of the sponsor, and "MHacks, Sponsored by _____" will be on all communication with Hackers.

Diamond (maximum 2)

The sponsor will have their logo on every page of the website and a \$1500 branded prize. A company representative will sit on the judging board. Prior to the event, we will send out an email to attendees encouraging them to fill out your application to be eligible for an interview. The sponsor will have a room to interview potential student interns/hires during the hackathon.

Gold (maximum 10)

Sponsors at this level get a branded prize worth \$1000 and a three-minute API demo. Hacker information (resume, Github, LinkedIn, email) will be made available to the sponsor before the event, an excellent recruitment opportunity. Sponsors at this level also have a meal named for them, and a larger logo printed on the t-shirt.

Silver

Silver-level sponsors get their logo printed on the event shirt, a branded prize worth \$500, and access to the hackers' information (resume, Github, LinkedIn, email) during and after the event. Companies can also send swag to be distributed to every hacker in the swag bag.

Bronze

All sponsors at this level will be thanked at the opening of the event, and their logo will be printed in the hackathon booklet and on the sponsors page of the website. You are also encouraged to send an engineer or founder to the event to mentor the hackers.

All Sponsors

Everyone can offer prizes separate from their sponsorship money and can send swag to be distributed by the event organizers. Sponsors can send swag to the event for distribution and can also send an engineer to mentor the hackers.

Note: Each category receives everything to the right of it. There is a more detailed table at the bottom of the document.

Tier	Unobtainium (Limit 1)	Diamond (Limit 2)	Gold (Limit 10)	Silver	Bronze
Sponsorship amount	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
General	Co-Host event + Give Grand Prize	Recruitment team + Judge	API demo	Branded Prize	Bring an engineer or founder
Company Presence	Keynote Speaker	On every page of website + event banner	Breakout Session Room**	On t-shirts	On website and event booklet
Recruitment	Private Interview Room	Private Interview Room	Recruiter + Company Info Session	Company swag in swag bag	Send recruitment materials

****Breakout Sessions**

Breakout sessions allow you to host a tech talk, company info session, or open office hours for an hour in a private room designated for that company. All breakout sessions will be announced. Additionally, all breakout sessions will be highlighted and put in the official event schedule.

Prize Categories to Sponsor

- Most Viable Hack: Funding to continue working on their hack as a full-fledged startup
- Most Technologically Impressive
- Best use of ____ API:
- Most Viral
- Other

Other ways to support us:

- Send us cool stuff:
 - Neck Pillows
 - Blankets/Snuggies
 - Drinks - Energy drinks are in high demand
 - Cool Giveaways
 - Company Swag
 - Other

What your sponsorship goes towards:

Transportation: Students from top Computer Science schools all across the country want to attend MHacks. We are organizing buses to transport teams from the schools that show the most early interest in attending MHacks. Additionally, we will be subsidizing transportation costs for students making the drive from around the country.

If you'd like to sponsor a bus from a specific school, let's work something out.

Food/Drinks: With hundreds of students attending MHacks for over 36 hours, we will need to provide ample full meals, snacks, and drinks to keep our attendees energized, healthy, and hacking all the way through the event.

Venue: Due to the nature of a hackathon, we will have to pay for after hours use of any venue in addition to the normal cost of use for the venue during the day. We will also need to reserve private rooms for tech talks, company info sessions, and interviews.

Prizes: In addition to branded and category prizes, we aim to give out over 15k in top prizes. All branded prizes are included in the sponsorship amounts and are a great way to encourage students to develop their hack using your API, platform, or company vision.

Interested in sponsoring? Contact us: mhacks-hackathon@umich.edu

Sponsorship Tiers in detail:

Tier	Unobtainium (Limit 1)	Diamond (Limit 2)	Gold (Limit 10)	Silver	Bronze
Sponsorship amount	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
General					
Branded Prize	Grand Prize	\$1500	\$1000	\$500	
API Demo	5 minutes	5 minutes	3 minutes	2 minutes (first 5)	
Sponsored food	Meal	Meal	Snack		
Company rep as judge	✓	✓			
Mentors on-site	✓	✓	✓	✓	✓
Company Presence					
Logo	"Sponsored by ____" on all communication	On every page of website	Large, on t-shirt + blurb on website	On t-shirt	In booklet, on website
Keynote at opening ceremony	✓				
Booth/stand at event + full-sized banner	✓	✓			
Swag in swag bag	✓	✓	✓		
Send swag to event	✓	✓	✓	✓	✓
Recruitment					
Private Interview Room	✓	✓			
Breakout session/ room	✓	✓	✓		
Early access to resumes, Githubs, etc.	✓	✓	✓		
Recruiter on site	✓	✓	✓		
Can send recruitment materials	✓	✓	✓	✓	✓