Sponsorship Information

What's different about this year?

This year because of COVID-19 we are running MinneHack online. We will have a Twitch stream running throughout the event for kickoff and announcements as well as a chat service for announcements and other communication between participants, sponsors, and event staff. Judges and Mentors will have to be set up in our chat service to coordinate matching, and can use a video chat service of their choosing or we can set up a Zoom meeting for them. Your Organization's information will also be made available on our website on the sponsors page. Hacking will be from Noon Sat to Noon Sun, judging will be from 1-4ish on Sunday, and prizes will be awarded at 5-5:30.

Check out the MinneHack Website: minnehack.io   Email us at: acm@umn.edu

What is MinneHack?

MinneHack is a hackathon—a software and/or hardware development competition—run by the UMN student chapter of the ACM. MinneHack is an usually in-person but **ONLINE THIS YEAR** hackathon taking place at the University of Minnesota in Coffman Memorial Student Union in which groups of up to 4 students hack together a solution in just a few hours.

At MinneHack 2020 we had over 310 hackers from over 100 schools across the country. All hackers are students or recent students. MinneHack has quickly grown in the last few years to the largest (public) hackathon in the state!

MinneHack 2021 starts on Jan 23, 2021 and ends on Jan 24, 2021 at. Keep in mind that the deadline for all of the information is Jan 19, one week before the event.

Why Sponsor?

This year, we have reorganized the sponsorship tiers to suit a wider variety of needs. So make sure to read the tiers and other options carefully since they may have changed.

Since this year we have no maximum attendance we offer some great benefits to a wide variety of interests. Promote your organization, recruit top competitors, evangelize your products and APIs, provide judges and mentors who can interact with hackers face to face (virtually), and support the development of the local tech community!

MinneHack offers a unique opportunity to connect with the most talented and passionate technical students from around the region. We've noticed that the students that go out of their way to attend events such as MinneHack tend to become highly motivated software engineers. You can also meet the MinneHack staff and volunteers. We're pretty great too. ;^)

MinneHack also offers a great way to promote your brand with a product giveaway or an in kind sponsorship while supporting the local tech community. We'll make sure everyone at the event hears about you!

Platinum ($5,000) (Limit 1 Sponsor)

Keynote during kickoff

During the kickoff presentation you will be able to do a 5 minute presentation about your company. We appreciate it if you include information about internships/career opportunities in this presentation.

Work with us to choose the theme

This year we are doing several themed prompts instead of just one. We will work with your organization to plan the theme. We will strongly consider your ideas and input, although the final theme and prompts are ultimately up to us.

Think Talk during the event

One or a few of your representatives can give a presentation on an interesting topic sometime during the hackathon. We will advertise this presentation to the participants at the beginning of the event. We will display it on the Twitch stream and an online meeting.

Custom prize (with optional API)

You have the option to create your own prize category and prize. The cost of the prize should be up to $200 per participant. The cost of the prize is included in the sponsorship and will be purchased and sent by us. Your organization will also be responsible for choosing a winner of this category.

Most prominent logo and blurb

Your logo will be most prominently displayed on our website and on marketing materials.

4 judges

Please provide up to 4 judges. See details about judging on the last page.

8 mentors

You can provide up to 8 mentors. See details about mentors on the last page.

Resume drop

We collect resumes for all participants that upload one during registration or update it before the event ends. We will share all these resumes with you after the event ends.

What we need from you:

Confirmation Form – The deadline for confirmation is Jan 16.
Logo – We need your logo (SVG preferred) when you submit your **confirmation form.**
Blurb – We need your blurb when you submit your **confirmation form.**
Prize – Please let us know if you plan to create your own custom category and prize.
Think Talk – Please let us know if you plan to do a think talk during the event.
Kickoff Presentation – Please prepare a presentation about your company for kickoff.
Theme – We will contact you to set up a meeting to discuss the theme.
Mentor and Judge Information – See the last page.

Gold ($3,000)

Think Talk during the event

One or a few of your representatives can give a presentation on an interesting topic sometime during the hackathon. We will advertise this presentation to the participants at the beginning of the event. We will display it on the Twitch stream and an online meeting.

Custom prize (with optional API)

You have the option to create your own prize category and prize. The cost of the prize should be up to $200 per participant. The cost of the prize is included in the sponsorship and will be purchased and sent by us. Your organization will also be responsible for choosing a winner of this category.

Large logo and blurb

Your logo will be one of the largest on the website. Second only to a single Platinum sponsor.

3 judges

Please provide up to 3 judges. See details about judging on the last page.

4 mentors

You can provide up to 4 mentors. See details about mentors on the last page.

Resume drop

We collect resumes for all participants that upload one during registration or update it before the event ends. We will share all these resumes with you after the event ends.

What we need from you:

Confirmation Form – The deadline for confirmation is Jan 16.
Logo – We need your logo (SVG preferred) when you submit your **confirmation form.**
Blurb – We need your blurb when you submit your **confirmation form.**
Prize – Please let us know if you plan to create your own custom category and prize.
Think Talk – Please let us know if you plan to do a think talk during the event.
Mentor and Judge Information – See the last page.

Silver ($1,500)

2 judges

Please provide up to 2 judges. See details about judging on the last page.

3 mentors

You can provide up to 3 mentors. See details about mentors on the last page.

Small logo and blurb

We will display your logo and blurb on our website and marketing materials.

Resume drop

We collect resumes for all participants that upload one during registration or update it before the event ends. We will share all these resumes with you after the event ends.

What we need from you:

Confirmation Form – The deadline for confirmation is Jan 16.
Logo – We need your logo (SVG preferred) when you submit your **confirmation form.**
Blurb – We need your blurb when you submit your **confirmation form.**
Mentor and Judge Information – See the last page.

Bronze ($500)

Small Logo and Blurb on minnehack.io

We will put your logo on our website.

Resume Drop

Hackers are strongly encouraged to upload their resume during registration and they can update it until the event starts. We will give you access to all of these resumes shortly after the event.

What we need from you:

Confirmation Form – The deadline for confirmation is Jan 16.
Logo – We need your logo (SVG preferred) when you submit your **confirmation form.**
Blurb – We need your blurb when you submit your **confirmation form.**

How do Mentoring, Judging, and Booths work?

Mentors

The main purpose of mentors is to help the hackers learn. Mentoring is also a good way to get to know the hackers personally and see how they solve problems. We offer some number of mentor positions to each tiered during each mentoring period. This means that your company can send as many different people as you want, but may have no more than your tier's number of mentors at a time. The first mentor shift will be on Sat 23 from 1 PM until 5 PM, and the second mentor shift will be on Sat 23 from 5 PM until 9 PM. Mentors *must* have programming experience. These shifts are merely a suggestion and you can choose to have your mentors available whenever you want between noon and noon.

Judges

We have a great team for MinneHack, but we can't judge all the projects by ourselves. That's where you come in! Your sponsorship tier determines how many judges you can have. Judges get to see the in-depth demos of hackers' projects and ask them questions. After the demos are over each judge assigned to that group will give them a rating on a few different factors. Judging takes place on Jan 24, 2021 between 1 and 5 PM.

Booths

Unfortunately we are not doing booths this year since we don't have a physical space.