

2021 **HACKATL**  
THE GREAT HACKSBY



**SPONSORSHIP PACKET**

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ABOUT

# HACKATL

HackATL is the most prominent business hackathon in the Southeast, attracting 1,500+ students from top undergraduate programs across the United States and abroad since its establishment in 2013.



The participants are given 48 hours to develop a prototype and pitch it to judges, angel investors, and venture capitalists. At HackATL, we aim to create innovative solutions that cater to the world's most pressing issues. With your partnership, we hope to make this year's HackATL the best one yet!

This year's theme is **The Great Hacksby**. The goal of this is to encourage our hackers to innovate **against all odds**. Only a century ago, the world experienced a period of tremendous challenge and difficulty. However, the 1920's aren't remembered for those challenges -- they're remembered for the incredible innovation that resulted from the challenges. Today, we're seeing the same issues: a global pandemic, rising debt, and increasing economic uncertainty. Given the challenges and issues our world is facing, we want our participants to use this as a source of inspiration. Whether it's creating a simple loan app to reduce foreclosures, hosting a virtual platform to connect individuals in social isolation, or easing public fear by making economic indicators simple and accessible, we want hackers to innovate solutions to these massive issues -- against all odds. Help us encourage **next-generation entrepreneurship amidst the brightest minds in the South and beyond**.

**AGAINST ALL ODDS**



# WHY SPONSOR US?

Your support for HackATL extends beyond money

HackATL is the platform for ideation where companies can meet hackers, mentors, investors, and driven entrepreneurs

By supporting HackATL, you will have the opportunity to:

## CONNECT

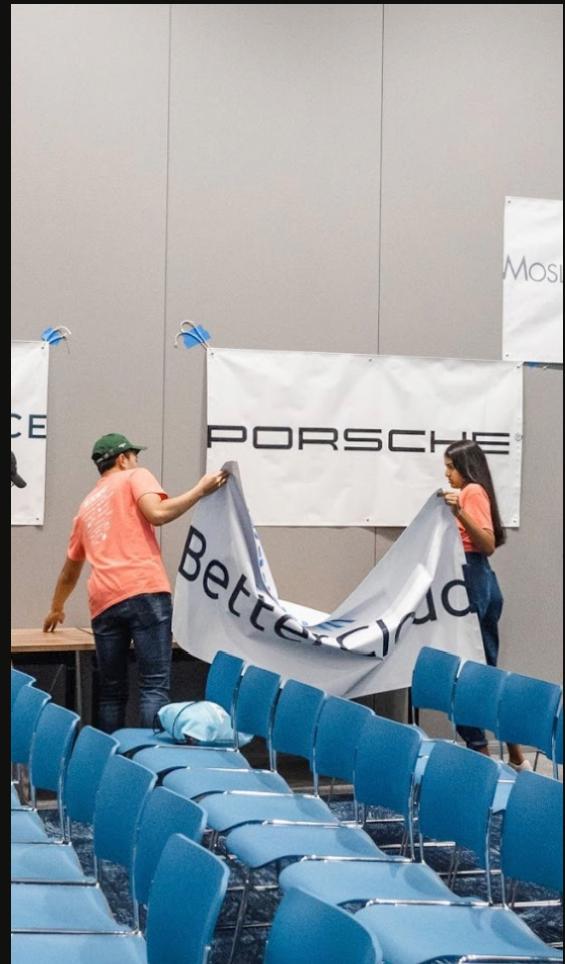
with a diverse pool of students passionate about creating groundbreaking solutions

## NETWORK

with other successful businesses and industry leaders

## PROMOTE

your brand to hundreds of future influencers, entrepreneurs, and developers



# SPONSORSHIP OPTIONS

Each sponsorship tier has a unique package of benefits, which are detailed below. By no means should you feel obligated to utilize every component of the package — please feel free to customize your sponsorship benefits to best fit your needs!

SPONSORSHIP TIERS	General Contributor <sup>1</sup>	Jazz 1k	Foxtrot 2k	Sunburst 5k	Gatsby 8k
<b>Recruiting</b>					
Distribute recruiting materials	✓	✓	✓	✓	✓
Resume booklet		✓	✓	✓	✓
Send recruiting email to participants			✓	✓	✓
Connect with event winners				✓	✓
Recruiting pitch video at opening ceremony and finals <sup>2</sup>					✓
<b>Branding</b>					
Logo on website, step & repeat banner, and back of shirt	✓	✓	✓	✓	✓
Spotlight on social media		✓	✓	✓	✓
Spotlight on website			✓	✓	✓
Custom content on website				✓	✓
Sponsor a side prompt with full company branding <sup>3</sup>					✓
<b>Add-ons</b>					
Host a virtual workshop	✓	✓	✓	✓	✓
Award a company-named prize				✓	✓

<sup>1</sup>General contributors are sponsors of any kind - whether it be through in-kind products, mentorship, or monetary means

<sup>2</sup>Live or recorded video up to 3 minutes long

<sup>3</sup>Part of the cash donation will be used to sponsor the prompt logistics

# BEYOND MONEY

Our most successful sponsors have also:



## PROVIDED MENTORS/ JUDGES

The mentorship role is essential to the HackATL experience. Mentors help advise participants on how to transform their prototypes into viable products based on the current market. Many mentors also serve as judges to provide invaluable feedback to our teams and select the finalists.

## HOSTED WORKSHOPS

HackATL is committed to serving our participants through hands-on learning experiences. Hosting a virtual workshop is a great way to connect with university students and share your expertise! Past HackATL workshops include UX 101 by Facebook, Design Strategy by SunTrust, and Design Thinking by Rangr.



## SENT COMPANY PRODUCTS

You have the option to provide company merchandise and expose your brand to the 300+ participants. This can be done by distributing any products/promo codes in our virtual drawstring bags, as well as through our virtual participant space, which will be hosted through Discord this year.

# PAST SPONSORS



facebook.

Google



Microsoft



Deloitte.

PORSCHE



RELIANCE  
PARTNERS

HORIZONS  
SCHOOL of TECHNOLOGY



BetterCloud

Kimberly-Clark



teradata.

Cox  
AUTOMOTIVE

PRODUCT  
404  
COMMUNITY

DREW ECKL  
FARNHAM  
ATTORNEYS AT LAW



MOSLEY VENTURES

FOCUS BRANDS

ICE



The Creative Momentum



Signature Interview Prep

EMORY  
Campus Life



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

happier  
startup consulting

Honest  
tea



MONSTER  
ENERGY

Tide  
University Laundry

EMORY  
Dining



## CONTACT US

Please feel free to reach out to us at [contact@eevm.org](mailto:contact@eevm.org) or individually at [hbjian@emory.edu](mailto:hbjian@emory.edu) and [melgoehr@emory.edu](mailto:melgoehr@emory.edu) in case of any questions or ideas. Thank you for your interest in sponsoring HackATL 2021! This hackathon would not be possible without your generous support.

Sincerely,

**Hannah Jian & Marawan Elgohry**  
Co-Directors of HackATL 2021

# 2021 HACKATL THE GREAT HACKSBY

With your help, we plan on making the 9th annual HackATL the largest and most successful to date.



# THANK YOU!

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