

2022 | **HACKATL**  
READY HACKER X

H A C K



BUILD A BUSINESS IN 48 HOURS

## 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.



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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!

On our 10th anniversary, we are looking back to our roots of embracing innovation and the unknown. This year we are issuing the open call of **Ready Hacker X**. In mathematics, "x" is often used to represent a value not yet known, speaking to variables and unknowns. In other words, representing infinite possibilities and a moving future. This year, we are asking our hackers to hit refresh and connect with their wildest dreams, whether it is incorporating the latest metaverse tech to tackle geographical inequality in business or developing a digital platform that tracks health risks in real-time. Help us encourage next-generation entrepreneurship amidst the brightest minds in the South and beyond, because it is time to **disrupt your reality**.

READY HACKER X



DISRUPT YOUR REALITY

# 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

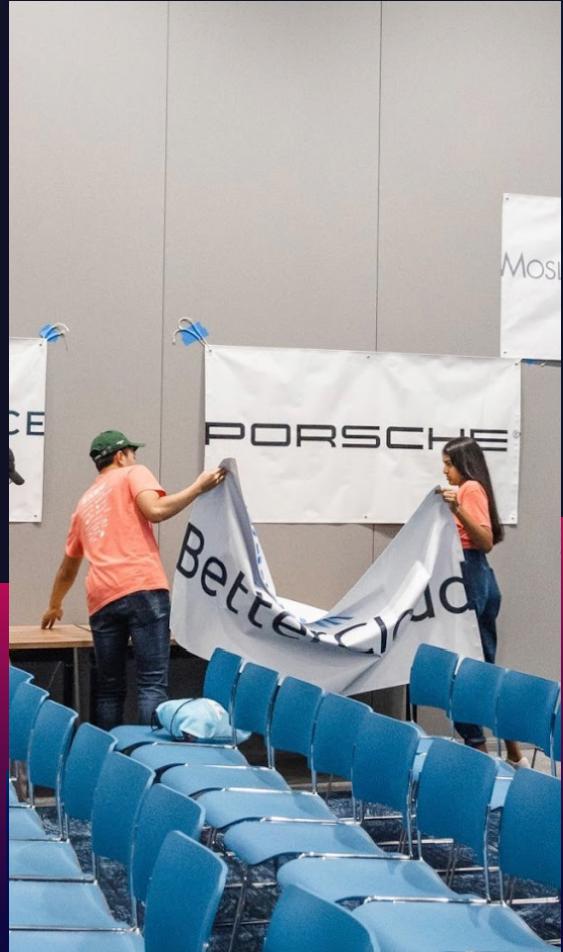
with a diverse pool of students passionate about creating groundbreaking solutions

## NETWORK

with other successful businesses and industry leaders

## PROMOTE

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



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# 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>	Coder 1k	Hacker 2k	Cypher 5k	Disrupter 10k
<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, & 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				✓	✓
<b>Advertising</b>					
Small banner with logo		✓	✓	✓	✓
Medium banner with logo			✓	✓	✓
Large 6x8 banner with logo				✓	✓

<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 300+ participants. This can be done by distributing any products/promo codes in our physical swag bags or having direct face-to-face distribution to participants during the event.

# PAST SPONSORS



Microsoft



Deloitte.

PORSCHE



RELIANCE  
PARTNERS

HORIZONS  
SCHOOL of TECHNOLOGY



BetterCloud

Kimberly-Clark



arpr



Kabbage



teradata.

Cox  
AUTOMOTIVE



DREW | ECKL  
FARNHAM  
ATTORNEYS AT LAW



MOSLEY VENTURES

FOCUS BRANDS

SPARKLING  
ICE



The Creative Momentum



EMORY  
Campus Life



happier  
startup consulting

EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

Honest  
tea

papis

Sunq  
casino

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 [annabelle.chen@emory.edu](mailto:annabelle.chen@emory.edu) and [martin.huang@emory.edu](mailto:martin.huang@emory.edu) in case of any questions or ideas. Thank you for your interest in sponsoring HackATL 2022! This hackathon would not be possible without your support.

Sincerely,

Annabelle Chen & Martin Huang  
Co-Directors of HackATL 2022



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With your help, we plan on making the **10th** annual HackATL the largest and most successful to date.

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**THANK YOU!**

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