Welcome to

HOOK 'EM HACKS

Sponsorship Prospectus
2026

x

UT Austin's Spring Beginner Hackathon
24 Hours • ~250 Hackers • 5 Tracks

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THE OPPORTUNITY

ABOUT HOOK 'EM HACKS

HOOK 'EM HACKS IS A 24-HOUR, BEGINNER-FIRST HACKATHON AT UT AUSTIN CREATED TO HELP NEW CODERS BUILD – NOT JUST ATTEND. WE BRING TOGETHER 250+ STUDENTS ACROSS MAJORS FOR HANDS-ON WORKSHOPS, PROJECT-BUILDING, MENTORSHIP, AND A SUPPORTIVE, HIGH-ENERGY ENVIRONMENT.

WHY SPRING? WHY US?

UT hosts major fall hackathons, but the spring semester has a critical gap:

- No beginner-friendly hackathon under 300 students
- 62% of UT CS freshmen have never shipped a project
- Spring is prime recruiting season
- Sponsors want early, meaningful, small-batch access to emerging talent

Hook 'Em Hacks fills this gap with a welcoming, talent-rich, mentorship-driven experience that makes it easy to evaluate early engineers.

Who Attends:

- ~250 hackers
- 50% first-time coders
- 40% women / non-binary
- 70% freshmen/sophomores
- 25 mentors
- 15 judges
- 10,000+ impressions

5 Tracks

We offer 5 curated tracks that encourage creativity and exploration:

HANDS-ON LEARNING

Hook 'Em Hacks emphasizes learning through building:
- Sponsor-led and student-led workshops
- Mentor Speed Dating for structured networking
- Science-fair style demos for accessible, low-pressure judging
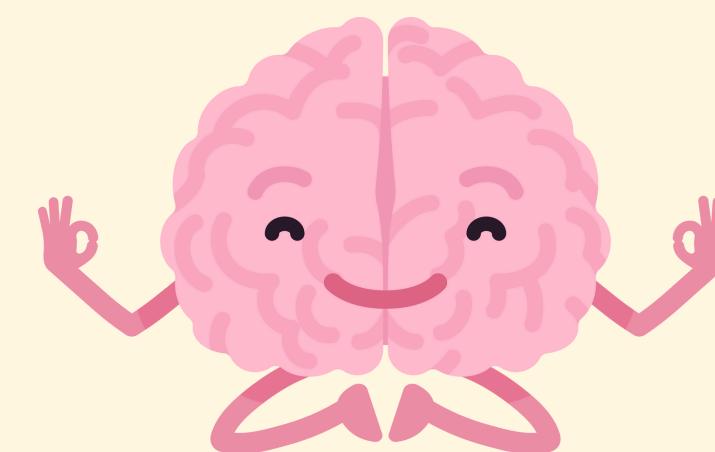
1 — AI FOR SOCIAL GOOD

ML/AI tools improving accessibility, sustainability, education, and community impact.

2 — MOBILE APPLICATION DEVELOPMENT

Develop features on existing mobile apps, or create your own!
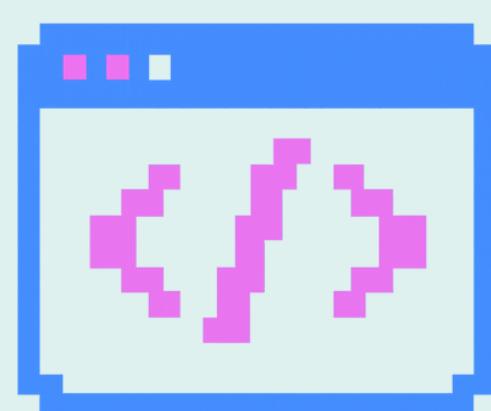
3 — CYBERSECURITY

Fortify digital defenses, uncover vulnerabilities, & develop cutting–edge solutions to safeguard our increasingly connected world.

4 — PRODUCTIVITY & CAMPUS LIFE TOOLS

Campus utility apps, scheduling, note automation, study helpers.

5 — VIBE CODING (SIGNATURE TRACK)
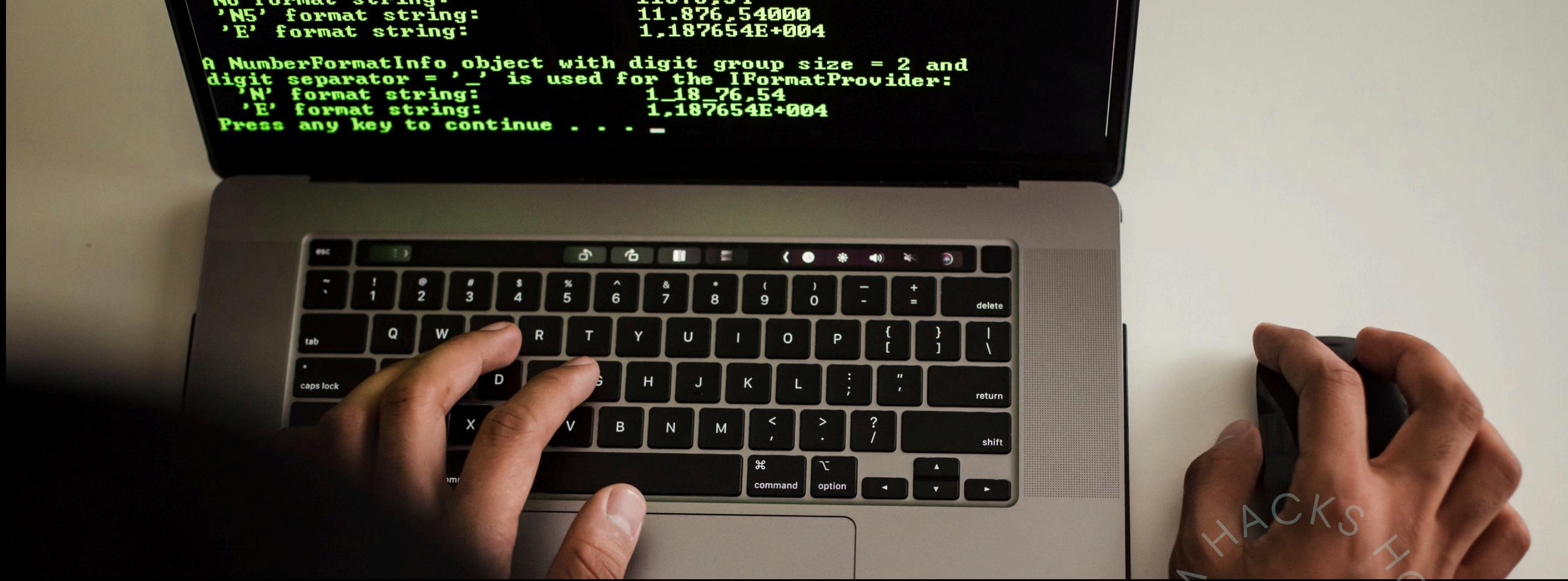
A creative, experimental track: music visualizers, generative art, games, interactive experiences.

OPTIONAL SPONSORED TRACKS

Companies can introduce a custom track such as:
- Best Use of ___

This drives product adoption and meaningful engagement.

Sponsor Value

Meaningful Engagement

Sponsors get direct access to technical talent through:

- Workshops
- Office hours
- Mentorship
- Judging
- Recruiter touchpoints
- Science-fair demo interactions

These create easier, more natural recruiting conversations.

Beginners bring:

- Curiosity
- Fast learning
- High creativity
- Real enthusiasm for sponsor technology
- Targeted brand visibility

All sponsors receive:

- Website placement
- Social media mentions
- Event materials placement
- Inclusion in post-event recap & résumé book (tier-dependent)

Visit our website for additional information.
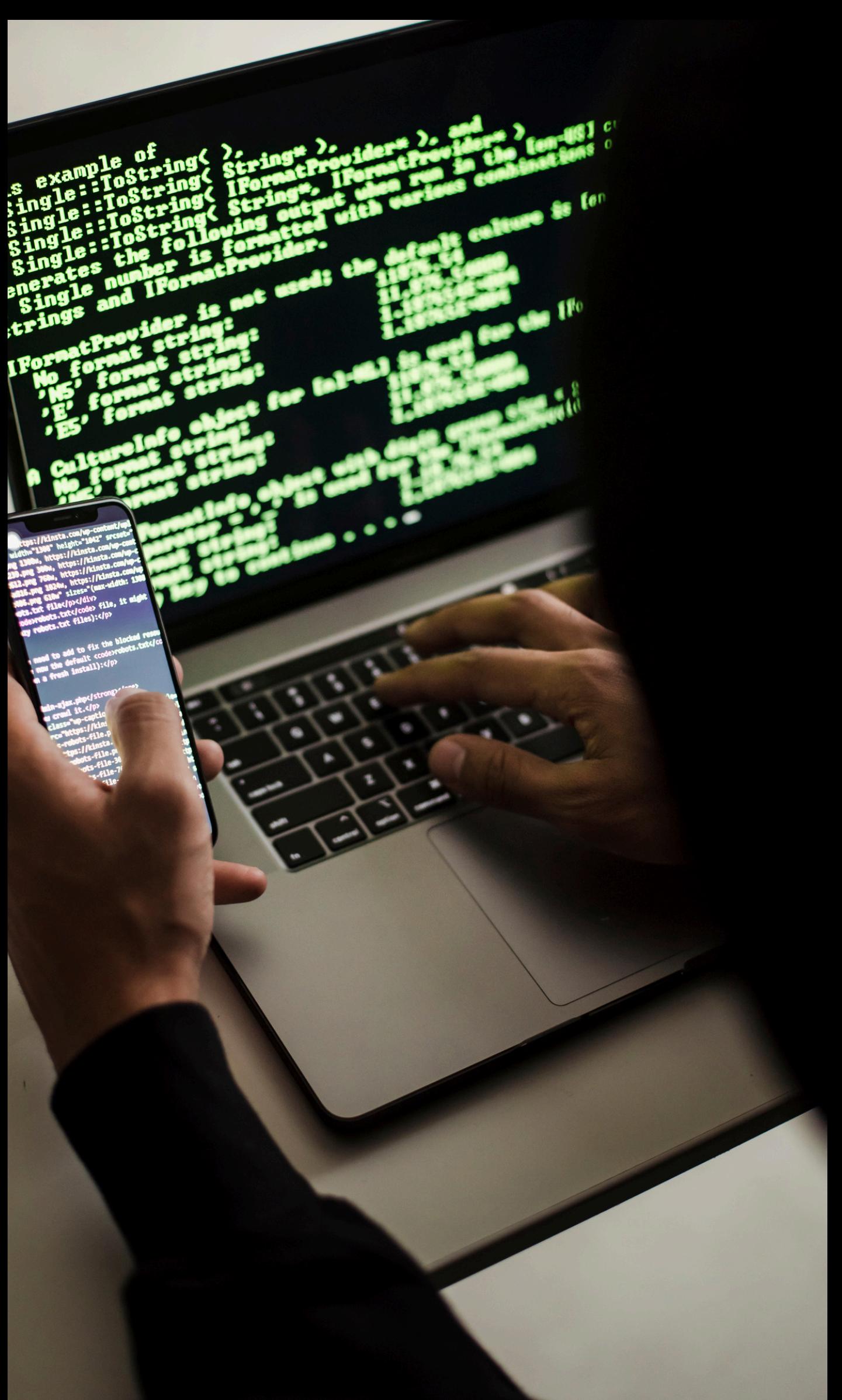
wwww.hookemhacks.com

SPONSORSHIP PACKAGES

Support the next generation of Longhorn innovators and connect directly with emerging UT talent. If none of these align with your goals, reach out to hookemhacks@gmail.com. and we can work something out.

Benefits	Title	Platinum	Gold	Silver	Bronze
Naming Rights	X				
Opening / Closing Recognition	X	X			
Dedicated Sponsor Table	X	X	X		
Shared Sponsor Table				X	X
Résumé Book	Early	X			
Workshop Host	X	X			
Judging Role	X	X	X		
Logo on Shirts	X	X	X	X	
Website Logo	X	X	X	X	X
Social Media Recognition	X	X	X	X	X
Price	$6000	$3500	$2000	$1000	$500

LET'S BUILD TOGETHER

Thank you for your interest in supporting Hook 'Em Hacks. We're excited to partner with organizations that believe in empowering the next generation of Longhorn innovators. Your sponsorship directly supports beginner-friendly workshops, mentorship opportunities, and a creative, inclusive environment for students discovering the power of building.

Let's create an unforgettable experience for UT students — and connect your team with emerging talent ready to build, learn, and grow.

Contact Us: hookemhacks@gmail.com