



<http://ValleyHackathon.com>

PROSPECTUS 2016

[Exact location and date are subject to change]

WHEN: Event Dates - January 15-16, 2016

Sponsorship Deadline - December 11, 2015

WHERE: Greens Event Center, 959 10th Street, Modesto

WHO: Unique participants from the Central Valley and beyond

Last year we had 22 participants but we limited entry for the event to residents of a few valley counties. This year we are inviting the world to come over and check out the the other "Valley" and compete against our significant local talent. We are expecting 50+ participants. We will be offering a prize for the top placing team made up completely of students to encourage participation from local and Bay Area colleges and universities.

Our founding and community sponsors include GeoStrategies, the Stanislaus Business Alliance, Inventaweb, the Small Business Development Center, and ModSpace and three local programming oriented meetup groups. The influence that these sponsors have in the local economy and technical community is immense.

HOW: Sponsorship opportunities:

- Platinum Sponsor: \$2000

- Platinum sponsors will be able to address the participants at the event kickoff either personally or via video for up to two minutes. The video from RethinkDB last year was very well received.
- Platinum sponsors will be invited to work with our local meetup groups to train contestants in the use of their technology in December and January before the hackathon. [get in early as dates are limited]
- Platinum sponsors will also have an opportunity to offer further prizes and contests. Last year we had a sponsor offer an additional prize to be split among any of the top three teams that used their product in their hack.
- Platinum sponsors will also have an opportunity to sponsor a special event at the hackathon. Last year we had a side event involving legos that was a lot of fun. Participants from last year are already asking if we will do it again.
- Platinum sponsors will also have an opportunity to sponsor a surprise during the event. Last year we had students from a local massage school come in and offer chair massages to participants. Another sponsor brought in smoothies for the participants. Both very well received.

- Platinum sponsors' logo and link will appear highest and largest on our list of sponsors on the website alongside our founding sponsors and will appear on all printed materials.
- **Gold Sponsors: \$1000**
 - Gold sponsors will have an opportunity to sponsor a surprise during the event. [see above for examples]
 - Gold sponsors will also have an opportunity to offer further prizes. Collegiate prize anyone?
 - Gold sponsors will be invited to work with our local meetup groups to train contestants in the use of their technology in December or January before the hackathon. [get in early as dates are limited]
 - Gold sponsors will be able to greet the participants at the event kickoff either personally or via video for up to thirty seconds.
 - Gold sponsors' logo and link will appear second highest and largest on our list of sponsors on the website and will appear on all printed materials.
- **Silver Sponsors \$500**
 - Silver sponsors will be able to briefly greet the participants at the event kickoff.
 - Silver sponsors' logo and link will appear third highest and largest on our list of sponsors on the website and will appear on all printed materials.
- **Bronze Sponsors: \$250**
 - Bronze sponsors will be recognized at the event kickoff.
 - Bronze sponsors' logo and link will appear fourth highest and largest on our list of sponsors on the website.
- **Community Sponsors: Free**
 - Community sponsors must be local non-profit or meetup group who agree to assist in the promotion and execution of the event.
 - Community sponsors' logo and link will appear last on our list of sponsors on the website.

WHAT: A truly unique location and audience.

The Valley Hackathon is a unique event because it touches the growing tech community in the Central Valley of California. As the Bay Area begins to underflow in their availability of talent and overflow in cost of living the Central Valley is a logical place to seek new talent and a better lifestyle. At least one highly successful Bay Area startup is looking to place 50 programmers in Modesto over the next three years. ModSpace and the SBDC are currently putting together a code academy in Modesto with former Oracle, Twitter, and PC Magazine corporate trainers lined up to teach classes. This is a great time for you to begin gaining mindshare in this new and fertile area.

Valley Hackathon is an event being run by the Alliance Small Business Development Center. The SBDC is a non profit organization so portions of your sponsorship fees may be tax deductible as a charitable contribution. Please check with your accountant.