



nwHacks (norwthwestHacks) is a semi-annual hackathon held at the University of British Columbia, and is planned to be the premiere community event for young hackers in the Pacific Northwest Region (including the US and Canada). The event will host some of the best hackers and developers from across the continent and beyond to create mobile, web, and hardware hacks for 36 hours. Bringing in students from around the region, nwHacks is committed to encouraging and kickstarting a culture of **innovation**, **entrepreneurship** and **community** among future hackers of the region. nwHacks seeks to keep innovation in the area through the hackathon and providing a welcoming and supportive environment to allow everyone to realize their dreams and create killer apps!

nwHacks 1.0 is scheduled to take place in early January 2015. We are expecting 400 students to attend our event from multiple universities across North America for awesome prizes like Oculus Rifts and Leap Motion controllers, in addition to a \$5000 grand prize. With untapped talent from Seattle, Vancouver, and beyond, nwHacks has huge potential for companies looking to recruit the top talent from the top schools. Compared to traditional recruitment strategies, sponsoring a hackathon represents a high-value and low-cost way to secure talent for your company. Many companies have found some of their best employees through hackathons.

Hackathons also provide sponsors the opportunity to get real feedback on their products by developers who use them. Sponsors can demo their API in front of hackers, generating publicity for themselves and growing developer awareness of their products and services.

Getting the most out of nwHacks as a Sponsor:

1. Send company schwag - stickers, t-shirts, water bottles etc

Sending branded schwag is a great way for sponsors to promote their company brand through passive advertising. Hackers *love schwag*, so the more you bring, the more successful your sponsorship will be!

2. Send company engineers

Sending engineers is a surefire way to connect hackers with your company. Sending technical employees to explain what they do and how their product works is sure get the attention of the best hackers at nwHacks. This is a great way for you to connect with your audience and increase your recruitment/promotion potential!

3. Bring your company's product/API to demo

You can get real eyeballs in front of your product with a sweet demo. Many companies who have sponsored hackathons in the past have expanded their API use through API demos. This is also a great way to get invaluable evaluation of your product at the alpha stage, from some of the top hackers in Canada and the US.

SPONSORSHIP LEVELS

Tier:	Friend	Mega	Giga	Tera	Title Sponsor
Sponsor Amount (CAD)	\$1,000	\$3,000	\$5,000	\$8,000	\$18,000
Send Mentors	Y	Y	Y	Y	Y
API/Product as Prize	Y	Y	Y	Y	Y
Logo on website	Y	Y	Y	Y	Y
API Demo		Y	Y	Y	2
Tech Talk at Event		5min	10min	20min	40min
Company Swag in swag bag		Y	Y	Y	Y
Logo on Tshirt			Y	Y	Y
Sponsor Booth			Y	Y	Y
Recruiting Handouts			Y	Y	Y
Access to github accounts, linkedin and resumes before the event			Y	Y	Y
Recruiters at event				2	3
Company Banners/Logos at Venue				Y	Y

Sponsored activities at venue (e.g. company corner and raffle)				Y	Y
nwHacks, co-hosted by [your company] on all website, marketing materials and schwag	Contact Us	Contact Us	Contact Us	Contact Us	Contact Us