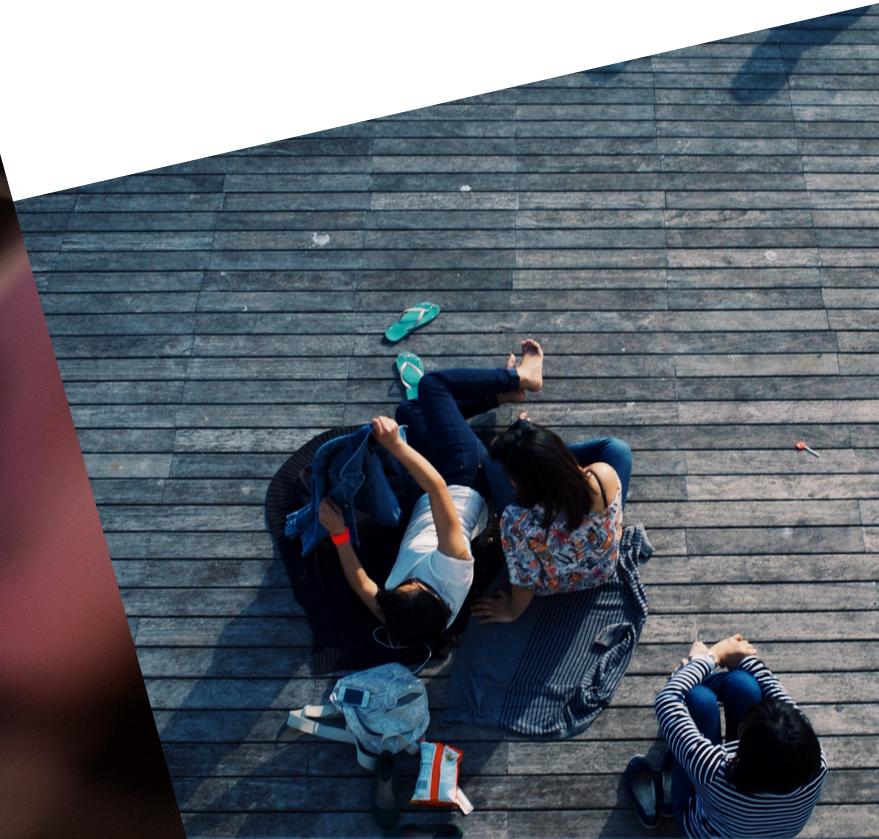


SPONSORSHIP PACKAGE 2016  
**NWHACKS**

# ABOUT US

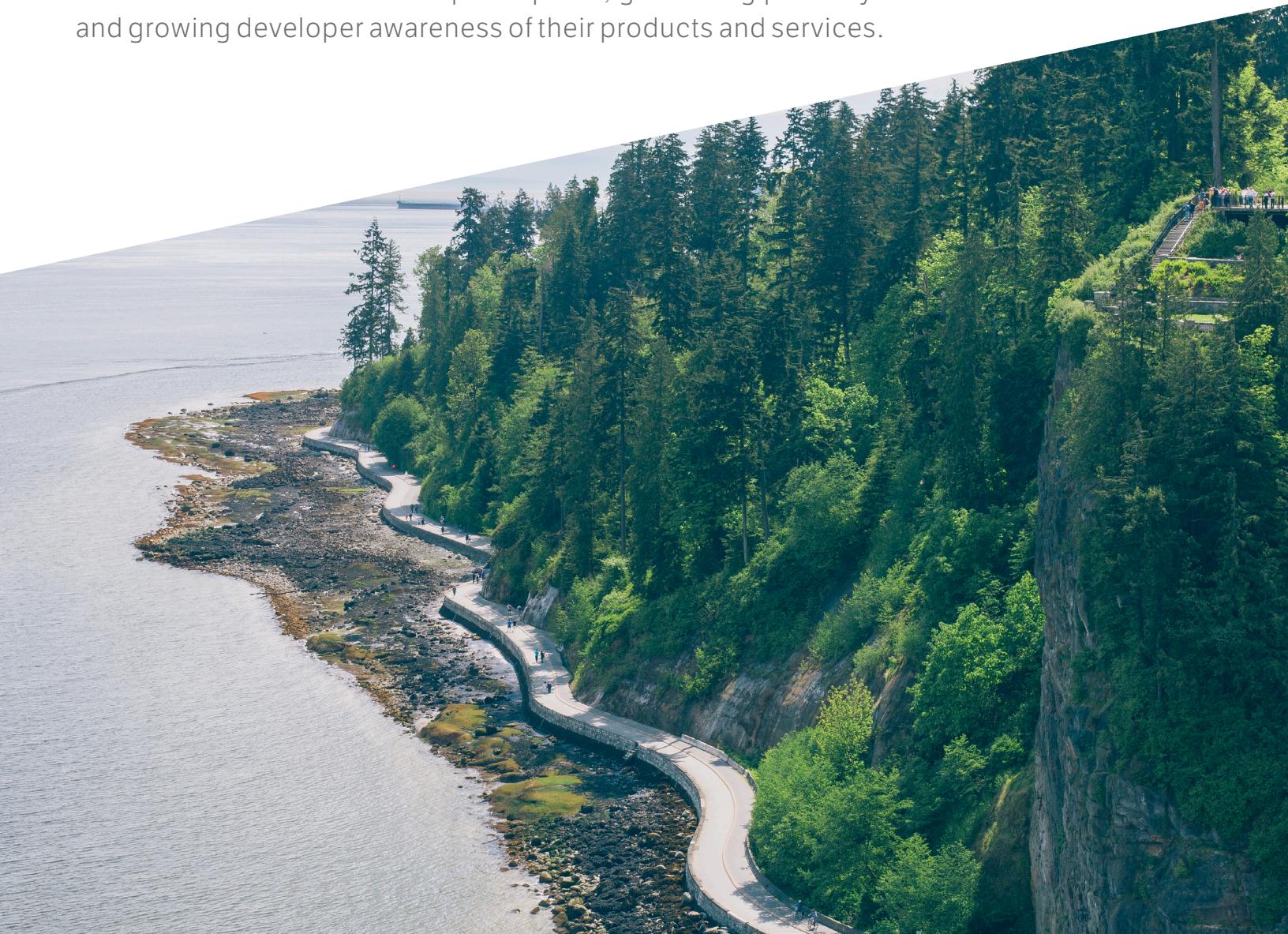
nwHacks (Northwest Hacks) is an annual hackathon held at the University of British Columbia, and shaping up to be the premiere community event for young hackers and engineers in the Pacific Northwest Region (including the US and Canada). The event will host some of the best up-and-coming engineers and developers from across the continent and beyond to create mobile, web, and hardware hacks for 24 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 develop their skills.



Interested in sponsoring nwHacks?  
E-mail us at **[sponsorship@nwhacks.io](mailto:sponsorship@nwhacks.io)**,  
we'd love to hear from you!

**WHEN AND WHERE?** nwHacks 2016 is scheduled to take place in late February 2016 on the University of British Columbia campus. We are expecting 600 students to attend our event from multiple universities across North America.

**WHY SPONSOR?** 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 participants, generating publicity for themselves and growing developer awareness of their products and services.



# SPONSORSHIP DETAILS

## SEND COMPANY SWAG

Sending branded stickers, t-shirts, water bottles, etc., is a great way for sponsors to promote their company brand through passive advertising. Hackers love swag, so the more you bring, the more successful your sponsorship will be!

## SEND 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 to 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!

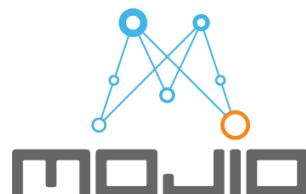
## BRING YOUR API OR PRODUCT

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.

## PAST SPONSORS



a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Engineering



TIER	MICRO	KILO	MEGA	GIGA	TERA
SPONSOR AMOUNT (USD)	For the Micro level please contact us.	\$3,000	\$5,000	\$8,000	\$12,000
GENERAL					
mentors/engineers at nwHacks		✓	✓	✓	✓
sponsor booth			✓	✓	✓
speak at opening ceremony			15 seconds	30 seconds	1 minute
API demo + tech talk			10 minutes	20 minutes	30 minutes
"would you work for me' option in application					✓
blurb in welcome booklet/website					✓
RECRUITING					
distribute recruiting material		✓	✓	✓	✓
access to Github, resumes, LinkedIn			post	pre	pre
access to all applicant profiles post-hackathon					✓
recruiters at nwHacks			1	2	3
BRANDING					
logo on website		✓	✓	✓	✓
swag in swag bags			✓	✓	✓
sponsored activities at venue				✓	✓
retweet sponsors' during day of event			✓	✓	✓

**TITLE TIER** Highest bidder will have “sponsored by ... “ beside every NWhacks logo, bidding starts at 20k.

All sponsorship contributions will be placed in to the running of NW Hacks.