



NWHACKS

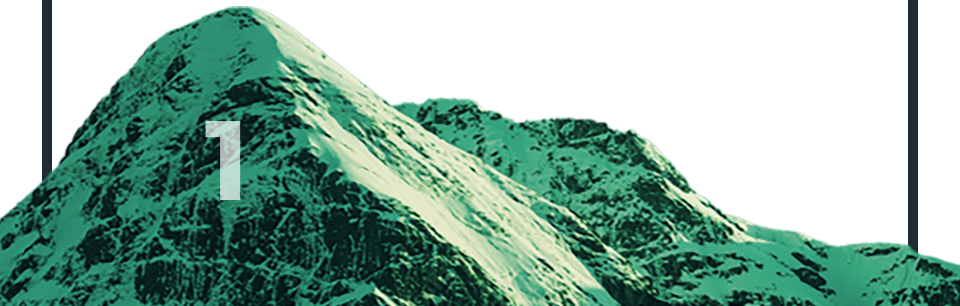
SPONSORSHIP PACKAGE

2018

WHAT IS 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 in 24 hours.

Bringing in students from around the region, nwHacks is committed to encouraging and kick-starting a culture of **innovation, entrepreneurship, and community** among future hackers of the region. nwHacks aims to encourage innovation in the area through providing a welcoming and supportive environment to allow students to realize their dreams and develop their skills.



WHEN AND WHERE?

nwHacks 2018 is scheduled to take place on **January 13th to 14th** at the University of British Columbia, Vancouver 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 top talent from top schools**.

Compared to traditional recruitment strategies, sponsoring a hackathon is 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 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 to explain what they do and how their product works is a surefire way to connect hackers with your community. This is a prime opportunity to connect with top talent and increase your recruitment potential!

BRING YOUR API OR PRODUCT

A sweet demo is bound to get hackers excited about your product. 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 a critical evaluation of your product at the alpha stage, from some of the top hackers in Canada and the US.



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Sponsorship Level (USD)	MICRO 1K	KILO 3.5K	MEGA 6K	GIGA 8K	TETRA 10K
logo on website	✓	✓	✓	✓	✓
twitter shoutouts	✓	✓	✓	✓	✓
swag distribution		✓	✓	✓	✓
mentors at event		✓	✓	✓	✓
recruiting at event			✓	✓	✓
1-on-1 with winner			✓	✓	✓
sponsor booth			✓	✓	✓
speaking at opening			✓	✓	✓
logo on t-shirt				✓	✓
workshop				✓	✓
blurb in welcome booklet				✓	✓
sponsored activities					✓
access to registered github/resume					✓

Highest bidder will have "sponsored by ..." beside every nwHacks logo.

All sponsorship contributions will be allocated towards the execution of nwHacks.