



# nwPlus Sponsorship Package

2021/2022



# Hi Nice to Meet You!

nwPlus is a UBC-affiliated club of the Alma Mater Society with 50+ dedicated students behind its year-round presence. We are committed to kickstarting a culture of design, entrepreneurship, and community amongst future hackers of the Pacific Northwest.



Bridging connections



Empowering skill-building



Approaching tech as a tool

## Why Sponsor?

Established in late 2016, we are uniquely positioned to increase your company's outreach to top talent amongst 3000+ applicants. Sponsoring any one of our hackathons is a high-value investment to solidify your company's reputation as a community-minded organization and support student development in Vancouver.

By sponsoring nwPlus, your company will...

Gain brand awareness

**2000+**

hackers engaged at our events last year

Recruit qualified talent

**200+**

hackers from different schools across North America

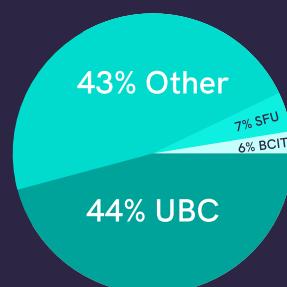
Promote your APIs & products

**286+**

projects submitted

**45+**

industry mentors to guide hackers



These statistics are combined statistics from all nwPlus events that occurred in the 2020/2021 school year. Our projected statistics are subject to change.

# Our Hackathons



## HackCamp: November 13-14, 2021

At HackCamp we welcome hundreds of tech newbies to **learn** new skills, **build** cool projects, and **share** new experiences! We are part of an international celebration of **diversity, accessibility, and inclusivity** for newcomers in the Greater Vancouver hackathon and tech community.

This year, we plan on running the event as a virtual conference weekend, with a focus on **learning and workshops** on the first day, and **building and hacking** on the second day.



## nwHacks: January 15-16, 2022

nwHacks is the largest 24-hour hackathon in Western Canada, with over 800 participants in 2021. Our annual hackathon continues to be the premier tech event for young developers, engineers, and designers across Canada and the US. We provide hackers with all the tools and resources they need to, learn new skills, create a product, and have fun while working with new friends.

This year, we plan on going back in-person, hoping to host 500 hackers in the Robert H. Lee Alumni Centre at UBC.



## cmd-f: March, 2022

cmd-f is a 24 hour all-women\* hackathon where hundreds of women and gender minority\* students will come together on a journey to gain new skills, construct awesome projects, and find a community of like-minded individuals. We are trying to \*shift\* the paradigm of a hacker by helping young women\* build positive STEM identities.

The cmd-f team would like to acknowledge that "female" or "women" is not an accurate description for many people and it may make some feel unwelcome. We use \* to specifically and intentionally include cis and trans women, as well as non-binary, agender, intersex people.

Due to the COVID-19 pandemic, we will mainly be holding our events in an online format. The health and safety of our attendees is our top priority. We will continue to monitor the situation and provide updates on our website and social media channels should there be any changes to our events.

# HackCamp Sponsorship Tiers

All amounts are listed in Canadian Dollars (CAD); minimum currency conversion rates may apply upon transaction.

	In-Kind	Bronze \$250	Silver \$500	Gold \$750	Title Sponsor \$1500
<b>Recruiting</b>					
Mentors online		●	●	●	●
Recruiters online			●	●	●
Resume bank				●	●
1-on-1 with winner					●
<b>Branding</b>					
Sponsored Slack contest question	●	●	●	●	●
Social media shoutout (Instagram, Twitter...)	●	●	●	●	●
Logo on promotional materials	●	●	●	●	●
Sponsored prize		●	●	●	●
Blurb in hacker info package					●
Newsletter Feature					●
Branding on application form					●
Company logo featured during livestream					●
<b>In-House</b>					
Virtual boozing in breakout rooms		●	●	●	●
Sponsored workshop			●	●	●
Q&A online session			●	●	●
Sponsored mini games				●	●
30-second pitch at opening ceremony				●	●
Keynote speakers				●	●

# nwHacks Sponsorship Tiers

All amounts are listed in Canadian Dollars (CAD); minimum currency conversion rates may apply upon transaction.

	In-Kind	Bronze \$1500	Silver \$4000	Gold \$7000	Platinum \$10000
<b>Recruiting</b>					
Mentors in-person		●	●	●	●
Recruiters in-person			●	●	●
Resume bank				●	●
1-on-1 with winner					●
<b>Branding</b>					
Sponsored Slack contest question	●	●	●	●	●
Social media shoutout (Instagram, Twitter...)	●	●	●	●	●
Logo on promotional materials	●	●	●	●	●
Sponsored prize			●	●	●
Blurb in hacker info package					●
Newsletter Feature					●
Branding on application form					●
<b>In-House</b>					
Boothing for 1 day			●	●	●
Boothing for 2 days				●	●
Sponsored workshop				●	●
Q&A session				●	●
Sponsored mini games					●
30-second pitch at opening ceremony					●
Keynote speakers					●

# cmd-f Sponsorship Tiers

All amounts are listed in Canadian Dollars (CAD); minimum currency conversion rates may apply upon transaction.

	In-Kind	Bronze \$1000	Silver \$2000	Gold \$4000	Platinum \$6000
<b>Recruiting</b>					
Mentors in-person		●	●	●	●
Recruiters in-person			●	●	●
Resume bank				●	●
1-on-1 with winner					●
<b>Branding</b>					
Sponsored Slack contest question	●	●	●	●	●
Social media shoutout (Instagram, Twitter...)	●	●	●	●	●
Logo on promotional materials	●	●	●	●	●
Sponsored prize		●	●	●	●
Blurb in hacker info package					●
Newsletter Feature					●
Branding on application form					●
Company logo featured during livestream					●
<b>In-House</b>					
Boothing for 1 day			●	●	●
Boothing for 2 days				●	●
Sponsored workshop				●	●
Sponsored mini games					●
30-second pitch at opening ceremony					●
Keynote speakers					●

# Startup Tier

*All amounts are listed in Canadian Dollars (CAD); minimum currency conversion rates may apply upon transaction.*

Are you a scrappy startup looking to get involved with keen student hackers and network with fellow industry mentors? This year we are introducing the Startup Tier to encourage more accessible sponsorship tailored to innovative companies that are 5 years old or less, and have less than 250 employees (more restrictions may apply). Join us and show the next generation of tech students that you support diversity, inclusivity, education, social enterprise, and more!

## Recruiting

Mentors online/on-site (~3 people)

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## Branding

Sponsored Slack contest question

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Social media shoutout (Instagram, Twitter...)

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Logo on promotional materials

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## In-House

Live Workshop

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Q&A

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Boothing for 1 day

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## Pricing

Online  
**\$100**

In-Person  
**\$250**

# In-Kind Tier

Are you interested in being part of our events without having to assist monetarily?  
**Become an nwPlus In-Kind Partnership!**

By supporting our events with anything but funds like food, drinks, prizes, workshops, software or API keys, mentors, etc. we will reciprocate the support with a few perks listed below.

There are no minimum requirements to be an nwPlus In-Kind Partner, but if your contribution has a significant monetary value, our Sponsorship Team will reach out with other options for you. Our partnerships are per event, but if you are interested in being a Year-Long Partner, do let us know!

## Partner Benefits

Depending on your contribution our staff will select one of the two following Partnership Packages. Package benefits are subject to change and could be unavailable for some of our events.



### Food, Products, Services In-Kind Partner

- Communication Shoutout
- Event Menu Logo and Blurb
- Special In-Person Branding



### Technology In-Kind Partner

- Access to Workshop Schedule
- Access to Hacker Package
- Access to Activity Schedule
- Bring Mentors and Judges
- Distribute Keys to Software
- Distribute Swag During Sign-In

## Common Benefits

These benefits are given to all our In-Kind Partners!

- Website Branding
- Ceremony Branding
- Social Media Shoutout
- Slack/Discord Contest Participation

# Let's chat!

Have we caught your eye yet? If you are interested in becoming a sponsor, mentor, or judge at one of our hackathons in the 2021-2022 year, please email:

**Victoria Kim**  
**Sponsorship Director**  
**[victoria@nwplus.io](mailto:victoria@nwplus.io)**

nwPlus would like to acknowledge that our initiatives take place on the traditional, ancestral, and unceded territory of the xʷməθkʷəy̓əm Musqueam people.

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