



# pearlhacks 2020

University of North Carolina at Chapel Hill  
02.21-02.23

# Welcome!

<b>300</b> Hackers	<b>30+</b> Sponsors	<b>50+</b> Mentors	<b>20+</b> Prizes	<b>50+</b> Demos
-----------------------	------------------------	-----------------------	----------------------	---------------------

Launched in 2015, Pearl Hacks distinguishes itself as the first **female and non-binary hackathon**. We are a **beginner-friendly** spring event hosted at The University of North Carolina at Chapel Hill. As a student led organization, we work to empower the community of women and gender minorities in STEM by carving out a welcoming space for aspiring technologists to build awesome stuff.

So why us?

## recruit.

---

Meet the top tech talent from colleges on the East Coast!

Our sponsor fair is a rare recruiting opportunity with 100% women and gender minorities in attendance.

## promote.

---

Show that your company supports diversity in the tech sphere!

We provide a platform to promote your company's brand. Our outreach drastically increases sponsor visibility.

## engage.

---

Our sponsors look to build long-term and meaningful bonds with the community.

We offer sponsored prize(s) and workshops to help you further communicate your company's vision.

## Past Sponsors



## Past Participants

83

Schools

28

States

UNC Chapel Hill  
UNC Charlotte  
Georgia Tech  
Duke U.  
U. of Florida

North Carolina State U.  
U. of Virginia  
Appalachian State U.  
Virginia Tech  
U. of Maryland

23.46%  
First-Years

26.21%  
Sophomores

29.13%  
Juniors

21.20%  
Seniors

# Benefits

## Recruit

sponsor fair booth  
 resume database  
 interview booth

## Promote

hyperlinked logo on website  
 white logo on T-shirt  
 logo on ceremony slides  
 opening ceremony keynote  
 welcome packet hand-outs

## Engage

mentors  
 sponsored prize  
 runner-up prize  
 1 hr workshop  
 pre-event newsletter feature  
 alternate branding opportunity  
 social media & slack shout-outs

**Silver**  
 \$2500

**Gold**  
 \$5000

**Pearl**  
 \$8500

1/2 table  
 after

1 table  
 1/2 wk before

1 table  
 1 wk before

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

2+

3+

5+

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

\*If none of these tiers fit your company's needs, please let us know. We are happy to discuss custom packages.

# Examples

## Workshops

intro to mobile apps  
intro to back/frontend  
intro to gamedev  
intro to hardware  
intro to cloud  
intro to APIs

## Prizes

best use of <sponsor> API  
best women empowerment  
best beginner hack  
best use of AI / ML  
best financial hack  
most innovative hack

\*premium swag, gift cards, headphones, smart speakers, fitbit etc.

# Your Next Steps



## Sep - Oct

begin email correspondence  
establish point(s) of contact



## Nov

choose tier or design custom tier  
forward company logo for marketing



## Dec

finalize swag orders  
recruit mentors and workshop hosts  
brainstorm potential prizes



## Jan

arrange round trip transportation  
confirm sponsored prizes & workshop(s)  
email opening ceremony slides



## Feb

confirm recruiters, mentor & judges  
receive final event details  
come meet our participants!

A stylized illustration of a diver in a blue suit and mask, holding a large blue laptop. The diver is positioned on the left side of the frame, with a large, faint, light blue circle in the background. The diver's suit has white circuit-like patterns on the chest and legs. The diver is wearing a blue helmet and mask, and has a blue oxygen tank on their back. The diver is holding the laptop with both hands, and the laptop is a solid blue color. The diver's legs are spread apart, and they are wearing blue fins. The overall style is clean and modern, with a focus on the diver and the laptop.

# Thank you.

Pearl Hacks wouldn't be what it is without you.

Check out our website at [pearlhacks.com](https://pearlhacks.com)! Please reach out to **[sponsor@pearlhacks.com](mailto:sponsor@pearlhacks.com)** if you are interested in learning more.

We look forward to hearing from you.

Hacking the glass ceiling,  
Pearl Hacks Sponsorship Team  
Julia T, Claire S, Katherine M & Yongjia L