pearl hacks

2022

University of North Carolina at Chapel Hill
02.18-02.20

Welcome!

580+	30+	80+	13+	70+
Hackers	Sponsors	Mentors	Workshops	Demos

Launched in 2015, Pearl Hacks distinguishes itself as one of the first **women and non-binary hackathons**. 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 prizes and workshops to help you further communicate your company's vision.

Past Sponsors

Google Microsoft amazon Twitter CISCO

SAS Capital One EY CREDIT SUISSE CapTech
captechconsulting.com

Deutsche Bank Fidelity INVESTMENTS GENESYS MetLife

IBM OPTUM pwc JPMorgan Chase & Co. Appian

RED VENTURES bandwidth WILLOWTREE Pearson

Past Participants

190+
Schools

31
Countries

UNC Chapel Hill   North Carolina State U.
UNC Charlotte   U. of Virginia
Georgia Tech   NC A&T
Duke U.   Virginia Tech
U. of Florida   U. of Maryland

18.6%
First-Years

30.1%
Sophomores

25.1%
Juniors

12.2%
Seniors

Benefits

	Silver $2500	Gold $5000	Pearl $8500
Recruit			
sponsor fair booth	Virtual chat booth after	Premium virtual booth 1/2 wk before	Premium virtual booth 1 wk before
resume database			
interview booth		✓	✓
Promote			
hyperlinked logo on website	✓	✓	✓
white logo on T-shirt	✓	✓	✓
logo on ceremony slides	✓	✓	✓
opening ceremony prize intro		✓	✓
opening ceremony keynote			✓
welcome packet hand-outs			✓
social media shout-outs			✓
Engage			
mentors	2+	3+	5+
sponsored prize	✓	✓	✓
runner-up prize		✓	✓
1 hr workshop		✓	✓
pre-event newsletter feature			✓

*We offer certain benefits a la carte. If none of these tiers fit your company's needs, 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

Your Next Steps

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

confirm sponsored prizes & workshop
email opening ceremony slides

Feb

confirm recruiters, mentors & judges
ship swag, prizes & printouts
receive final event details
come meet our participants!

Thank you.

Given the current COVID-19 pandemic, we have decided to make Pearl Hacks 2022 a hybrid event. Although our sponsorship fair, hacking, and most events will be conducted virtually, we'd be happy to discuss options with you should you want to hold an event in-person.

The health and safety of our attendees is our top priority. More importantly, our goal of empowering non-binary and women students to pursue their interests in technology has never changed, and we are dedicated to providing the best experience for both our participants and sponsors!

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

Check out our website at pearlhacks.com! Please reach out to **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
Ashna P, Saurya A, Abby B, Daisy Z