



# HACKS

## SPONSORSHIP DECK



### ABOUT US

QWER Hacks is UCLA's first LGBTQ+ hackathon! For 24 hours, around 150 amazing student hackers will work together to create fantastic and innovative products meant to help underrepresented groups.

Through empowering talks from queer individuals in tech, technical and diversity & inclusion workshops, and the development of new products, QWER Hacks aims to increase the visibility of and celebrate the queer community in STEM, as well as engage and bring together queer individuals and allies.



## WHY SPONSOR A HACKATHON?

**Connect students to amazing opportunities available at your company.**

Get access to resumes, LinkedIn profiles, and Devpost projects.

Set up a recruiting booth at the venue.

Mentor hackers.

**Boost recognition and support of your company amongst UCLA students.**

Increase awareness and encourage the use of your company's products and APIs.

Bring company stickers, which we will most definitely slap on our laptops.

**Permanently benefit the professional and social lives of UCLA students interested in computing, hacking, and design.**

Join the 24-hour party. We're here, we're QWER, and we know how to have a good time!



## WHY SPONSOR A QWER HACKATHON?

Despite UCLA's large LGBTQ+ community, being queer continues to be seen as unconventional within STEM fields, especially computing and information technologies, which limits the visibility of queer individuals. In fact, greater than "40 percent of LGBTQ+-identified people working in STEM fields are not out to their colleagues" and "many of those who are have reported feeling unsafe or unwelcome in the workplace."<sup>1</sup>

Furthermore, "the high number of tech workers with family heritage from cultures that disapprove of homosexuality, such as in China and India, hinder [...] participation in LGBT activities."<sup>2</sup> These notions discourage queer students from pursuing STEM careers, as vocational identity plays a large part in career choice.

QWER Hacks seeks to celebrate the LGBTQ+ community in tech, spreading the message that queer individuals do belong in computing and they're not alone! This message of visibility, diversity, and inclusion is extremely important, as "we find our community when our community is visible."<sup>1</sup> Receiving mentorship from queer figures in tech helps queer students become more comfortable with their own identity and more passionate about computing.

1 Scientific American: What it is like to be queer in STEM:

<https://blogs.scientificamerican.com/voices/whats-it-like-to-be-queer-in-stem/>

2 Education Research International: The Effects of Career Choice Guidance on Identity Development <https://www.hindawi.com/journals/edri/2013/901718/>



## SPONSOR BENEFITS

### **Host a workshop;**

Workshops increase exposure to your company's products while providing development tools to our hackers. It's a win-win situation.

### **Provide mentors and judges;**

For some hackers, QWER Hacks might be their first hackathon. We welcome anyone interested in mentoring first-time or beginner developers to help make their ideas a reality. We also need judges to evaluate, praise, and provide constructive feedback on our hackers' amazing projects.

### **Publicity;**

We're all about visibility - whether it's via an announcement on our Facebook, a post on LinkedIn, or on Instagram!

### **Provide food and midnight snacks;**

After 12 hours of programming, we'll be willing to try some weird snacks. Maybe you'd like to see if university students enjoy seaweed-flavored chocolate or avocado cookies. QWER Hacks is the place to test them out! You can also provide a catered meal, with company branding of course!

### **Recruitment;**

As a sponsor, you'll have access to our spectacular hackers' resumes and Devposts, as well as the time to interact closely with teams as they work.



## SPONSORSHIP TIERS

	Life	Harmony	Spirit
General;	\$1500	\$3500	\$5000
Sponsor table at event	•	•	•
Speak at opening ceremony		•	•
Host a tech talk			•
Speak at closing ceremony			•
Personalized shoutout during event	•	•	•
Sponsor catered meal or snacks/coffee	•	•	•
Recruiting/Outreach;			
Recruiting info in swag bag	•	•	•
Access to Resumes (pre-/post-event)	post	pre	pre
Access to Devpost (during/post-event)		post	during
Send judges/mentors	•	•	•
Branding/Visibility;			
Logo on website, banners, shirts	S	M	L
Shoutout on social media	•	•	•
Company swag!	•	•	•
Provide company prizes	•	•	•
Host a workshop for company products		•	•
Email/promo material sent out to hackers			•
Free QWER Hacks shirts for your reps	•	•	•

If these sponsorship tiers aren't exactly what your company is looking for, please email us at [qwerhacks@gmail.com](mailto:qwerhacks@gmail.com). We're happy to work with you to create a custom package that works for both QWER Hacks and your company.