



## COVID-19: Guidance to Hackathon Organizers

First, before the actual email templates: we are not directly contacting sponsors on behalf of organizers (which we think is the right thing to do), so we want to make it very clear that **transparency is super, super important** with sponsors! Keep them in the loop! Or they will not be happy! (attendees too!)

Every event is different and we highly recommend customizing the below templates to something that will work best for your hackathon. Despite our best efforts, there are no one-size-fits-all solutions to messaging and you're going to know your sponsors, venues, and attendees better than we ever hope to.

—[@thesephist](#) + [@zrl](#)

## EXAMPLE EMAIL FOR SPONSORS & VENUES

Subject: Postponing [event name]

Hi [contact name],

As you've no doubt been following, it's become increasingly clear over the last week that we must all do our part to help slow the COVID-19 pandemic in our communities. Authorities have been advising cancellation of large gatherings, and after a difficult discussion with the team, we've made the difficult decision tonight to postpone [event name] to later in [estimated month], to help our attendees and team stay safe.

We deeply appreciate your support of [event name], and continue to depend on your contributions to ensure the event can take place as planned on a future date. Your support is helping us stay resilient and flexible during this time, and we'll share any updates to our event date with you as soon as we know.

Please don't hesitate to contact us if you have any questions.

Gratefully,

[your name]

## EXAMPLE EMAIL FOR ATTENDEES

Subject: Postponing [event name]

Hi [attendee name],

As you've no doubt been following, it's become increasingly clear over the last week that we must all do our part to help slow the COVID-19 pandemic in our communities. Authorities have been advising cancellation of large gatherings, and after a difficult discussion with the team, we've made the difficult decision tonight to postpone [event name] to later in [estimated month], to help you and our community stay safe.

We don't know exactly when the new date will be yet, but the [event] team is working hard to make sure that, when the time is right, the hackathon can take place as planned for all of you, and we'll be sure to keep you updated as soon as we know more.

Sincerely,

[your event] team