



SPONSOR INFORMATION

1000+ Student Innovators, Entrepreneurs, Engineers, and Developers from around the nation will join us at the University of California, San Diego for 36 hours of building the impossible. Will you be there?

SD Hacks is not only an opportunity for students to “hack” solutions to world problems by bringing an idea to life over a weekend, but also so much more. At SD Hacks, we believe that hackathons are places of community and collaboration that have not been tapped to their full potential. Over the past few years, hackathons have reached new heights. Nationwide, ideas are increasingly cross-disciplinary and more resources are available - still, we think we can do better. With an experienced team of hackathoners, forward-thinking vision, and a full year of planning, SD Hacks is poised to become the premiere hackathon on the West Coast. And we need your help to do it.

Here's a breakdown of the benefits a sponsor can get by being a part of the action:

Recruiting

At hackathons, the most motivated students nationwide gather to work on projects that truly showcase their personal skillsets. SD Hacks will be inviting top talent from schools around the nation, including the Ivy League and the entirety of the UC system. On top of the outside talent SD Hacks will attract to San Diego, UCSD itself has over 2,000 talented computer science students and 8,000 engineers, many of whom will be participating in the event. Coming to SD Hacks will afford sponsors the opportunity to interact with a pool of highly skilled potential hires, as well as see students' resumes brought to life.

Feedback / Product Adaptation

Hackathons are the perfect opportunity for fast, quality user testing. With more than a thousand skilled developers and builders exposed to your product, in one weekend it can undergo significant edge-case testing, functionality fine-tuning, and user experience feedback. In many instances, students will even help build fixes or complementary functions for the products they work with, establishing and ingraining your product in a thriving developer and user base and preparing it for mass-market launch.

Brand Recognition / Exposure

Whether you are looking to rapidly increase your company's brand recognition, show off some of the cool things your company does, increase awareness of a product or service amongst a large student demographic, or something else entirely, SD Hacks is the ideal opportunity for you. When you sponsor us, we will make every effort to elevate your brand. We'll work with you to give you exposure exactly where you'd want it most.

Still have questions? Feel free to contact us at sponsor@sdhacks.io
A friendly member of our team will be happy to help!



SPONSOR TIERS

	Bronze	Silver	Gold	Platinum	Partner
	\$3,000	\$10,000	\$15,000	\$30,000	\$75,000
General					
Tickets	2	5	10	Unlimited	Unlimited
Space	None	Table	+ Canopy	Lounge	Lounge
Facetime	Mixer	During	During	+ Ceremonies	+ Ceremonies
Branding					
Logo on T-Shirt		●	●	●	●
Swag	●	●	●	●	●
Logo on Website	●	●	●	●	●
Mentions + Shoutouts			Some	More	Frequent
In-Event Ad Space			Small	Large	+ Venue Name
Recruiting					
Resume / Portfolio		Post-Event	Pre-Event	Pre-Event	Pre-Event
Interview Rooms				Some Access	Private Room
Distribution Materials	●	●	●	●	●
Outreach					
Side Events		15 Mins	30 Mins	1+ Hrs	1+ Hrs
API Directory	●	●	●	●	●
Hardware Lab	●	●	●	●	●
Extended Workshops		●	●	●	●
Prizes					
Prize Options	Pooled	Pooled	Individual	Individual	Grand Prize

These tiers are only skeletons - if you can't find what fits you, please contacts us!



SPONSOR TIER SUMMARIES

We want sponsoring SD Hacks to be much more than just looking at a table and weighing the numbers. At SD Hacks, we seek to provide sponsors a premiere *experience* in addition to service.

Here's summary of what it really means to be a part of each sponsor tier:

Bronze

This tier is great for companies or organizations looking to dip their toes in the hackathon scene. It's an opportunity to hand out swag, expose an API, and encourage hackers to work on your hardware through our hardware lab. However, only two representatives from your company may be present at any given time. This tier is optimized for small non-profits or startups seeking a way to get involved.

Silver

By jumping up to Silver, your company will now play a more active role in the event. You'll be part of the event branding, with your logo present on t-shirts and fliers. You'll have access to resumes afterwards, and will have a chance during the hackathon to hold a unique event or give a presentation to make yourself stand out.

Gold

Gold sponsors will enjoy a much greater degree of exclusivity and involvement. This is the first tier that allows your group to offer exclusive prizes branded with your logo for whatever your group deems prize-worthy. It's also the first tier that allows for exclusive workshops with students, with added in-event branding and thank yous. This will place your company more directly in front of student participants.

Platinum

Unlimited reps, the largest possible space dedicated to your company, opening/closing ceremony participation, and extended branding - Platinum sponsors receive the most extensive of benefits. You will be almost part of the organizing team, and we'll be ready to adapt during the event towards unexpected needs. In fact, we offer so much to platinum sponsors, we can only afford to offer a limited amount of spots, so be sure to lock in your decision quickly!

Partner

Being a partner sponsor is an exclusive role for only one company. You are the guest of honor, the group who has the most student and branding reach, and the one we will give the most thanks to. In fact, we'll even name the central hacking space after your group! And if there is anything else you feel like you need - say the word! You'll never be this in love with a hackathon again (or until next year.)