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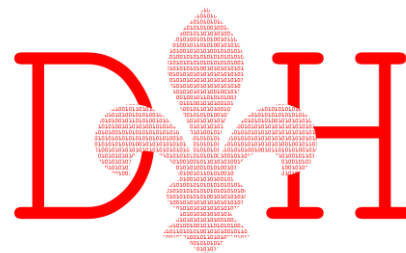
Gigabit Experience Center

1300 W Muhammad Ali Blvd, Louisville, KY 40203

February 24<sup>th</sup>–26<sup>th</sup>

200 Hackers

DerbyHacks.io



## DerbyHacks 2: A 36 Hour Hackathon

What is a Hackathon? Every weekend across the country maker competitions take over college campuses, driving students to learn new technologies and skills to develop and realize their ideas. At these competitions, organizers of Hackathons make the enjoyment, learning and well-being of Hackers priority one, which means providing mentors, food, technology, space, snacks, prizes, and gratuitous amounts of caffeine, so that Hackers only have to worry about their projects. Hackathons also strive to help build communities of driven and innovative Technologists, as well as to spread the idea of Making and Hacking.

DerbyHacks is an MLH endorsed hackathon with the goal of expanding the local Hacker Community, bringing companies together with innovative and driven students, and encouraging students to get involved with the growing community of Hackers around the nation. Students from across the state of Kentucky, and from areas surrounding came to the first iteration of DerbyHacks, and we hope to continue with, and expand upon, that trend with DerbyHacks 2. This year, as part of our partnership with the City of Louisville, we are encouraging our hackers to tackle the idea of a smart city.

### Why Sponsor?

There are lots of reasons to sponsor DerbyHacks, whether your goal as a company is one of marketing and rebranding, or recruiting and hiring, or maybe even evangelizing a new product or dataset. No matter what you want out of your sponsorship money, we have something to help you get everything you want and/or need.

#### Marketing

For those companies looking for ways to get in front of a new audience in a big way, or for those who merely wish for more exposure in any kind of way, there is the goal of marketing. As event organizers we understand the struggle that comes with trying to get exposure to large cross sections of people, and we want to help you achieve that goal. If your goal is Marketing, there are several fronts on which we at DerbyHacks would be happy to help.

#### Recruiting

For those companies looking to turn a dedicated body of students into a handful of driven employees, hackathons present a special opportunity to present open positions to students who are looking to take their experience and drive into the business world. As part of organizing and drawing hackers, we collect resumes and data about hackers and would be happy to help put you together with potential future employees.

#### Evangelism

For those companies with tools and services that need testing and input, or APIs that need to be put through

a whole new round of QA with inquisitive minds, or even if you just want students to learn your technology we have an opportunity to help. Students at Hackathons love playing with new technology, whether that technology is a new API or a brand new tool, or even just a novel new method of accomplishing something or some interesting dataset. These students not only will learn your tools, but will eventually take that knowledge into the workplace as they move forward in life.

| Sponsor Level                          | Evangelism<br>\$1000 | Marketing<br>\$2500 | Recruiting<br>\$5000 | Co-Host<br>\$10,000 |
|--|----------------------|---------------------|----------------------|---------------------|
| <b>Marketing</b>                       |                      |                     |                      |                     |
| Logo On:                               |                      |                     |                      |                     |
| Website                                | *                    | *                   | *                    | *                   |
| Flyers                                 |                      | *                   | *                    | *                   |
| Shirt                                  |                      | *                   |                      | *                   |
| Organizer Email Signature              |                      |                     |                      | *                   |
| <b>Recruiting</b>                      |                      |                     |                      |                     |
| Resumes Pre-Event                      |                      |                     | *                    | *                   |
| Resumes Post-Event                     |                      | *                   | *                    | *                   |
| Private Interview Room                 |                      |                     | *                    | *                   |
| <b>Evangelism</b>                      |                      |                     |                      |                     |
| Workshop                               | *                    | *                   | *                    | *                   |
| Opening Tech Demo <sup>†</sup> (2 min) | *                    | *                   | *                    | *                   |
| <b>General</b>                         |                      |                     |                      |                     |
| Table or Booth                         | *                    | *                   | *                    | *                   |
| Swag Distribution                      | *                    | *                   | *                    | *                   |
| DH Team High Fives!                    | *                    | *                   | *                    | *                   |
| DH Swag for Your Team                  |                      | *                   | *                    | *                   |
| Opening Talk (1 min)                   |                      | *                   | *                    |                     |
| Opening Talk (3 min)                   |                      |                     |                      | *                   |

<sup>†</sup> Must be a Tech Demo (API, Dataset, Tool, Etc.)

### Other

Maybe none of our packages fit your needs, or maybe you want to get even more, we have options for both. We want to work with you to help you to be a part of DerbyHacks.

| Item       | Sponsorships Available | Cost              |
|------------|------------------------|-------------------|
| Meal       | 8                      | \$1000            |
| Mini Event | 5                      | \$1000            |
| Prize      | Any                    | 4 * Cost of Prize |

### Conclusion

DerbyHacks 2 is going to be a wonderful event, and we want you to be a part of it. We look forward to meeting and working with you, and thank you for your time and consideration.