SPONSORSHIP PACKET
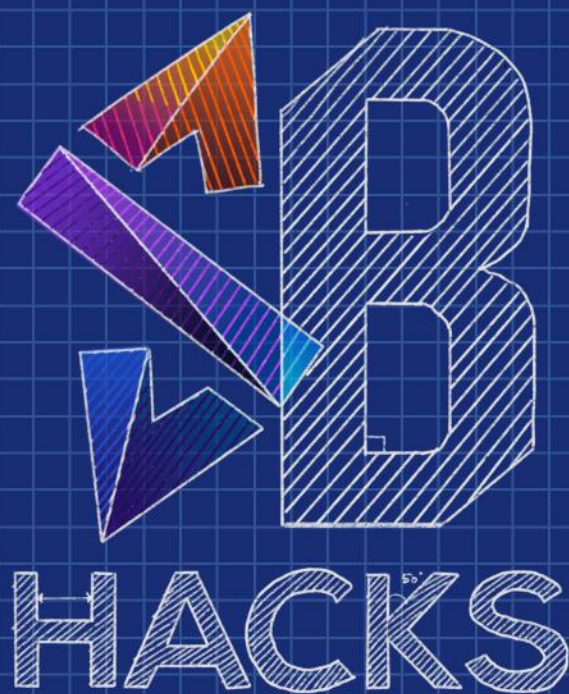
HACKS

VII

2020-2021

* The following may not accurately reflect this iteration due to current circumstances

36 HOURS

350 HACKERS

75% CS/CE MAJORS

27 SCHOOLS

B HACKS
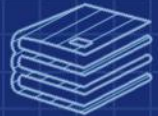
LOCATION		ITERATION
ONLINE		**7**
DATE		
JANUARY 15 - 17, 2021		

DEFINITION

A hackathon is an event that brings together aspiring students of all backgrounds to collaboratively tackle real-world issues and develop innovative ideas into working prototypes, driven solely by adrenaline, caffeine, and a passion for technology.

TO OUR SPONSORS, PAST, PRESENT, AND FUTURE

Over the past 6 years, we've taken pride in providing our fellow college students with the opportunity and resources to get hands-on experience with technology at our annual hackathon, and that wouldn't be possible without the help of our sponsors. As sponsors of SB Hacks, your contributions enable us to provide prizes, development resources, and a fulfilling virtual experience for our students. These essential accommodations go a long way in creating a safe, unique, and exciting experience for our hackers.

We'd be honored to have you on board with us, so we invite you to join our team in the fun and festivities, and to connect with the talented and passionate student innovators fostered at our event. Thank you for your interest in SB Hacks and we are excited to Make Waves with you!

- Find more information on the benefits provided below in the Glossary section
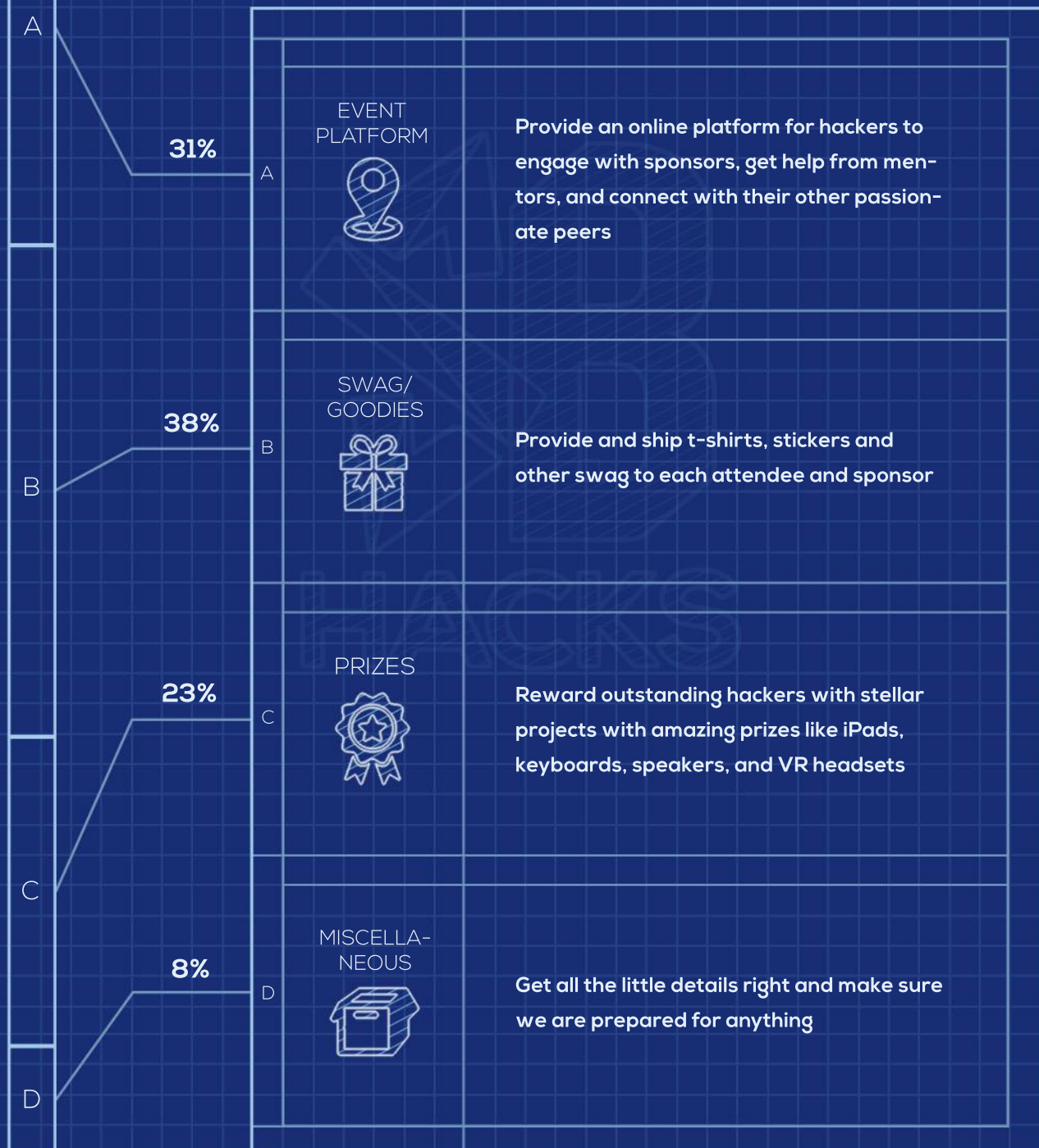- For custom sponsorships and additional negotiable benefits, contact us at sponsors@sbhacks.com

	BENEFITS / TIERS	1: BRONZE $1000	2: SILVER $2000	3: GOLD $3000	4: PLATINUM $5000
GENERAL	Tables at Event	✓	✓	✓	✓
	Mentors at Event	✓	✓	✓	✓
	Sponsor/API Challenge		✓	✓	✓
	Workshop/Tech Talks Time		30min	60min	90min
	Extended Opening Ceremony Time Slot			✓	✓
	Final Round Judge				✓
BRANDING	Logo on Website/Shirt	S	M	L	XL
	Dedicated Slack Channel	✓	✓	✓	✓
	Blurbs in Welcome Booklet			✓	✓
	Website Feature			M	L
RECRUITING	Sponsor Expo Participation	✓	✓	✓	✓
	Resume/GitHub/LinkedIn Access		✓	✓	✓
ADD-ONS	Additional Workshop/Tech Talk Time	Add-ons are in addition to a sponsorship tier. Pricing varies on availability and sponsor level. Please contact us if you are interested!			
	Opening Ceremony Demo				

* Due to our decision to move to a completely virtual hackathon, we have reduced the pricing for Bronze, Silver, and Platinum tiers each by 33%, and the pricing for Gold tier by 40%. The prices presented in the table above are after the reduction.

TARGET
$26,000

A

31%

A

EVENT PLATFORM

Provide an online platform for hackers to engage with sponsors, get help from mentors, and connect with their other passionate peers

B

38%

B

SWAG/ GOODIES

Provide and ship t-shirts, stickers and other swag to each attendee and sponsor

23%

C

PRIZES

Reward outstanding hackers with stellar projects with amazing prizes like iPads, keyboards, speakers, and VR headsets

C

8%

D

MISCELLA- NEOUS

Get all the little details right and make sure we are prepared for anything

D

GLOSSARY

We will try our best to replicate the in-person hackathon experience as closely as possible with our virtual event. Feel free to discuss with us the approach that is best suited for your needs!

TABLES AT EVENT
You will have a virtual table or equivalent dedicated to your company in open view of hackers throughout the event. Hackers can approach you to ask questions or just hang out!

MENTORS AT EVENT
You can send representatives for your organization to directly engage and network with our student participants online!

SPONSORS/API CHALLENGE
You can propose challenges for our hackers, with a prize provided by your organization. Examples include utilizing a proprietary API, or creating projects that address certain topics (i.e. best environmental hack).

WORKSHOPS/TECH TALKS TIME
The tech talk time slots are a great time to showcase your APIs and products, as well as help our students learn how to use them. You can also discuss relevant non-technical topics, like "A Day in the Life of an X Company Employee" or "How to Start a Career in Y Field."

EXTENDED OPENING CEREMONY TIME SLOT
The opening ceremony is typically when the most hackers are present (and awake). This perk provides extra time with hackers to introduce your company, discuss your APIs and products, or present anything you would like!

FINAL ROUND JUDGE
You can directly interact with the talent behind the best projects and decide who will be the winners of the hackathon!

LOGO ON WEBSITE/SHIRT
Feature your company's logo prominently on the back of our SB Hacks t-shirt and on our website. The size and placement of your logo increases for higher tiers, so we can highlight your generous contributions!

DEDICATED SLACK CHANNEL
Post announcements and network with students in a channel dedicated to your company on our Slack!

BLURBS IN WELCOME BOOKLET

Feature your company with an info blurb on our virtual welcome booklet which will be distributed to every hacker during the hackathon.

WEBSITE FEATURE

Stand out from the crowd on our website in the company spotlight! Here we feature your company logo in a separate, more prominent section on the website. As Tier 3 and 4 sponsors, you also receive medium or large length blurbs respectively for any info you'd like to feature on our website visitors.

SPONSOR EXPO

The Sponsor Expo is a designated event where hackers have the opportunity to visit your sponsor table. Hackers can visit the virtual tables at their leisure, but during this time, we incentivize hackers to meet the sponsors prior to the hacking period.

ACCESS TO RESUME/GITHUB/LINKEDIN

Gain access to the entrepreneurial and technological talent with our hacker pool of resumes, Githubs, and LinkedIns.

ADD-ONS

ADDITIONAL WORKSHOP/TECH TALK TIME

Want to host another workshop or extend a tech talk? Let's talk!
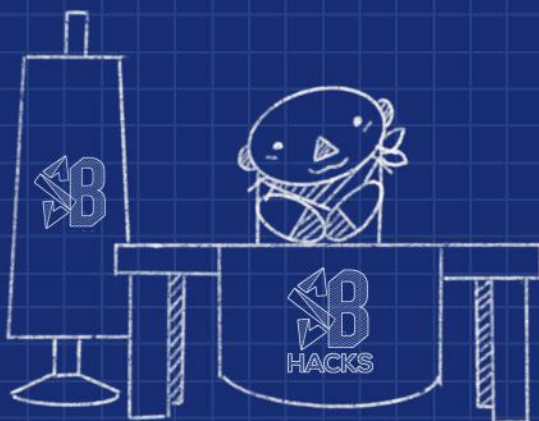
OPENING CEREMONY DEMO

Have additional time in the opening ceremony to demo some technology from your company to wow the hackers!

CUSTOM SPONSORSHIP

Feeling like none of these packages fit into your vision for sponsorship?
Please reach out at sponsors@sbhacks.com! We will work with you to tailor a package that best suits your needs.

SB HACKS

VII

DATE
JANUARY 15 - 17, 2021

LOCATION
ONLINE

WEBSITE
sbhacks.com

EMAIL
sponsors@sbhacks.com

FACEBOOK
ucsbhacks

INSTAGRAM
sbhacks

TWITTER
sb_hacks

MEDIUM
@ucsbhacks