



Sponsor Information

<http://www.DubHacks.co> | sponsor@DubHacks.co

October 17-18, 2014

About

DubHacks is the largest hackathon of the Northwest - for students by students.

The event will host the top college hackers in the northwest, gathered to build the next generation of innovative software and hardware products.

DubHacks is a major draw for **superb, ambitious talent** that you want working at your company. DubHacks also give sponsors very unique opportunities to meet students and to publicize their products and APIs to the participants. The event will be hosted the weekend *right before* major career fairs at the UW, making it perfect for establishing connection with students earlier than normal.

Why Sponsor Us

DubHacks is about the relationship between the participants and the sponsors. The hackathon allows sponsors to exhibit awesome products and ideas that can be used to aid programmers in their projects. Becoming a sponsor will help your company's public relations, brand perception, and product popularity.

1. Sponsoring such an event will not only give you direct recruiting access to the finest young talent in the Northwest but you'll also be able to interview and contact participants during and after the event.
2. The timing could not be any better. The hackathon is being hosted before any major recruiting events in the region, so you are guaranteed access to freshest, never-seen-before resumes available for hire.

3. Assisting hackers in using your products/APIs fosters relationships with participants. People will know your brand and associate it with the helpful team behind it that you send to DubHacks.
4. Get your swag and name out to the world. DubHacks will increase your exposure to the future tech leaders of the world.

Ideal Sponsors

In our past experience, the sponsors get the most out of a hackathon when they:

1. **Have an interesting API/Software** – Is your API/software interesting enough to get participants using it for their next big project? Great. We'll set up a prize category just for you then.
2. **Send Mentors and Representatives** - These people are incredibly important when it comes to developing relationships with programmers, hustlers and designers. If you feel that your company can send someone who is engaging and helpful, that is a way to be an awesome sponsor.
3. **Are offering Internships** – Most participants are looking to get hired, and we encourage sponsors to send recruiters to the event (limited). We also allow some recruiters/engineers to host private interviews on the spot with selected participants.
4. **Have good swag** - It is always good to have swag. This can be t-shirts or stickers, mugs, jackets, snuggies, pillows, iPhone cases. We'll have random giveaways throughout the event, so this is a great way to make sure every participant walks away with your brand!

| Sponsorship Tiers | | | | | |
|--|----------|--------|--------|----------|--------------|
| | Bronze | Silver | Gold | Platinum | Name Sponsor |
| | \$500 | \$2000 | \$5000 | \$8000 | Contact Us |
| Limit | | | 6 | 3 | 1 |
| General | | | | | |
| Mentors | Required | ✓ | ✓ | ✓ | ✓ |
| Distribute product/API credits | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 min talk during kickoff | | | ✓ | ✓ | ✓ |
| Tech Talk (30 min) | | | ✓ | ✓ | ✓ |
| Demo/representational table | | | ✓ | ✓ | ✓ |
| Promotional email blast | | | ✓ | ✓ | ✓ |
| Judge | | | | ✓ | ✓ |
| Recruiting | | | | | |
| Distribute recruiting materials | ✓ | ✓ | ✓ | ✓ | ✓ |
| Access to student resumes | | | ✓ | ✓ | ✓ |
| Recruiters at hackathon | | 1* | 2 | 3 | 3 |
| Interview selected students privately during hackathon | | | | ✓ | ✓ |
| Branding | | | | | |
| API blurb in API directory | ✓ | ✓ | ✓ | ✓ | ✓ |
| Distribute company swag | ✓ | ✓ | ✓ | ✓ | ✓ |
| Office Hours for API | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on all pages of website | ✓ | ✓ | ✓ | ✓ | ✓ |
| API Prize ("Best use of API") | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company name mentioned during kickoff + closing | | | ✓ | ✓ | ✓ |
| Logo on t-shirt + banners | | | ✓ | ✓ | ✓ |
| Logo on all marketing material | | | ✓ | ✓ | ✓ |

* Available only to startups based in Seattle, or startups started by UW alum.
 - If these sponsorship tiers aren't suitable for your company, that's not a problem! We'd still love to have you on board. Please email us at sponsor@DubHacks.co and we will work with you on how your company can benefit from DubHacks.