



Sponsor Information

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

October 17-18, 2014 - UW

300+ Hackers

24 hours

Coding Workshops

Tons of Swag

Amazing Prizes

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 publicize their APIs to the participants. The event will be hosted the weekend *right before* the CSE career fair, making it perfect for establishing connection with students earlier than normal.

Why Sponsor Us

DubHacks is about the relationship between the developers 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. 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.
3. 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. 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!

	Mini	Silver/Post*	Gold	Platinum
Price (\$)	2000	4000	6000	8000
Limit	N/A	N/A	3	2
General				
Engineering/Tech Mentors	1	1	2	3
Distribute product/API credits		✓	✓	✓
Keynote address (minutes)			3	5
Developer evangelization breakout session (minutes)			30	45
Demo/representational table			✓	✓
Email blast to participants			1 day after	1 day before 1 day after
Judge				1
Recruiting				
Distribute recruiting materials	✓	✓	✓	✓
Access to student resumes		48 hrs after	48 hrs after	48 hrs before
Recruiters in event			1	2
Interview selected students privately during hackathon				✓
Branding				
Blurb about API in API directory	✓	✓	✓	✓
Distribute company swag	✓	✓	✓	✓
Logo on all pages of website	✓	✓	✓	✓
Giveaway product as a prize ("Best use of API")		✓	✓	✓
Company name mentioned during kickoff + closing			✓	✓
Logo on t-shirt			small logo	big logo
Logo on big banner			small logo	big logo
Logo on all marketing material				✓

***Post:** All sponsors to finalize interest in participating by **9/15/14** to participate in any tier. Past this date only our **Post** tier is available.

Other: If these sponsorship tiers aren't suitable, or can't contribute financially, that's not a problem! We'd still love to have your support. Here are some alternatives to helping out: Midnight snacks, transportation, sleeping bags or blankets.

If you have any question, please email us at sponsor@dubhacks.co.