JAMHacks Sponsorship

April 9, 2016   9am–9pm

Sir John A. Macdonald Secondary School
Waterloo, Ontario

jamhacks.ca
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What is JAMHacks?

JAMHacks is Waterloo's first high school hackathon. On April 9th, we are bringing together approximately 100 students from high schools all over Waterloo Region for 12 hours of learning, creating and innovating. Participants ("hackers") will get the entire 12 hours to invent and build a software or hardware project, and then show it off to a panel of judges as well as their fellow hackers. We aim to inspire more high school students to explore innovative careers in technology, and your company can show them what "Waterloo innovation" is about.

Why Sponsor JAMHacks?

Connect with young computer scientists. For many participants, JAMHacks will be their first hackathon, a special and unforgettable experience. This is a unique opportunity for you to make a first impression on these participants.

Branding and Exposure. Your company will be recognised for supporting the next generation of developers and makers. Additionally, if you bring your API or hardware product, participants will get firsthand experience with your product and are likely to keep using it in the future.

Recruit. We are gathering Waterloo Region's brightest and most talented young developers and engineers into one place, and giving them a perfect environment to demonstrate their skills. See our available perks for recruiting below or contact us—Everything is negotiable.

Note: Monetary contributions are tax deductible through the Waterloo Education Foundation Inc., a registered charitable foundation which is part of the Waterloo Region District School Board.

Sponsorship Tiers	Peach	Grape	Strawberry	Blueberry (Co-Host)
Amount (or equivalent goods/services)	$400	$800	$1600	$4000
Your Branding				
Logo on Website and Posters	Small	Medium	Large	Huge
Logo on T-Shirts (if funding permits)	Small	Medium	Large	Huge
Distribute Swag	✓	✓	✓	✓
Thanked at Opening Ceremony	✓	✓	✓	✓
Shout-outs on Social Media		✓	✓	✓
Meal Sponsored by [You]*			✓	
JAMHacks, Co-Hosted by [You]**				✓
Your Involvement				
Send Mentors/Evangelists	Max. 1	Max. 2	Max. 3	Unlimited
Sponsor Booth		✓	✓	✓
Company Judge			✓	✓
Direct involvement in planning				✓
Remarks at Closing Ceremony				✓
Your Products				
Demo or Talk at Opening Ceremony		Short (2 min)***	Short (2 min)	Long (5 min)
Run a Workshop		✓ (Pick one)		✓
Custom Award (ex. API Prize)		✓ (Pick one)		✓
Recruiting				
Distribute Recruiting Material		✓	✓	✓
Access to Resumes and GitHub/LinkedIn Profiles		Post-event	Post-event	Pre-event
Send Email to All Participants			1	2

* Available to first two Strawberry sponsors only.

** Available to first Blueberry sponsor only.

*** If time permits.

Mentors

A mentor is a great way to interact with and gain recognition among hackers. The people and companies that will be remembered most by hackers will be those who helped them through any roadblocks and bugs they encounter, and guided them to success.

Sponsor Booth

Your booth is your company's physical representation at our hackathon. We recommend that you send at least one representative (mentor/evangelist) from your company who can tell hackers about your company and answer their questions. To best utilize your space, we recommend providing swag (pens, notepads, stickers, stress balls, t-shirts, etc.) for attendees to pick up when they visit your booth.

Company Judge

You or a representative from your company will have the opportunity to see all of the projects and help select the winners (including the winner of your custom award if you choose to provide one)! We recommend that judges have some background in technology or entrepreneurship to provide the best possible judging for our event.

Workshop

By hosting a workshop or "tech talk", you can educate our hackers and promote your company's image at the same time! You could teach hackers how to use your product, teach a general skill, or discuss entrepreneurial topics. To ensure that hackers will have enough time to complete their projects, we encourage you to aim for a 20-40 minute workshop/talk (no longer than 45 minutes).

Custom Award

This could be an API prize ("Best use of [Your API]"), or it could be a more general prize, like "Best Hardware Hack" or "Best Environmental Impact Hack". You will provide the reward but we will credit the value of your reward (cash value or equivalent retail value) towards your sponsorship contribution, up to a maximum of $500. If you wish to provide an intangible reward, we can discuss how to credit it towards your sponsorship.

Interested?

Send us an email at sponsor@jamhacks.ca. All sponsorships are negotiable and we would be more than happy to discuss details, or work out a custom sponsorship opportunity for you.