JAMHACKS

Sponsorship

What is JAMHacks?

Waterloo's biggest high school hackathon is back and bigger than ever! JAMHacks 4 will be taking place on May 2-3, where over 200 students from high schools all over Ontario will gather for a full weekend of learning, creating, and innovating. Participants, or "hackers", will get the entire 24 hours to invent and build a software or hardware project, and then show it off to a panel of judges along with their fellow hackers.

As a high school hackathon, our mission is to inspire more high school students to explore and pursue truly innovative projects and careers in technology. With your help, we can show them firsthand why Waterloo is internationally recognized for innovation.
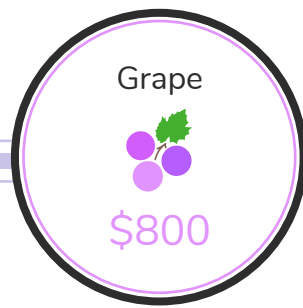
Why Sponsor JAMHacks?

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

Branding and Exposure. You will be recognised for supporting the next generation of developers and makers. Additionally, if you bring your API or product, participants will get hands-on experience with your product. Many hackers do go on to work in the industry, and are likely to continue using your product in the future.

Prospecting. We are gathering Ontario'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 $400	Grape $800	Strawberry $1600	Blueberry (Co-host) $2400
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				
Mentors/Evangelists Sent	Max. 1	Max. 2	Max. 3	Unlimited
Sponsor Booth		✓	✓	✓
Company Judge			✓	✓
Direct Involvement in Planning				✓
Remarks at Closing Ceremony				✓
Your Products				
Demo/Talk at Opening Ceremony		2 min‡	2 min	5 min
Run a Workshop			✓ (Pick one)	✓
Custom Award (e.g. API Prize)				✓
Recruiting				
Distribute Recruiting Material		✓	✓	✓
Access to Resumes & GitHub/LinkedIn Profiles		Post-event	Post-Event	Pre-Event
Send Email to All Participants			1	2

Mentors

We love mentors! Mentors are what make a hackathon great. 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 with mentors 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

Workshops are a great way to spread awareness and provide experience with your technology and business. You can teach young hackers about innovative skills, the know-how of your product, or even simply discuss innovation and entrepreneurship.

Custom Award

This could be a general prize (e.g. "Best Hardware Hack" or "Best Pitch"), or a more specific prize such as an API prize ("Best use of [Your API]"). You will provide the reward but we will credit the value of your reward (cash value or equivalent retail value) towards your sponsorship contribution.

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!