



# Jamhacks

## SPONSORSHIP PACKAGE

May 20<sup>th</sup> - 22<sup>nd</sup>, 2022

Hybrid

<https://jamhacks.ca>  
sponsor@jamhacks.ca

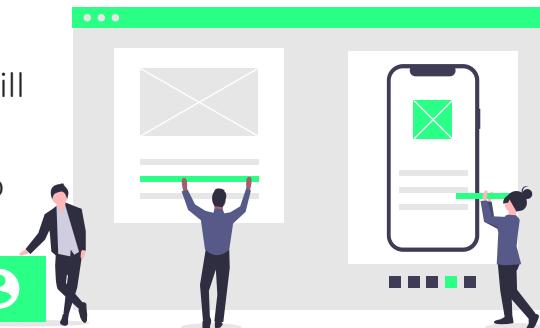


## WATERLOO'S LARGEST HIGH SCHOOL HACKATHON

JAMHacks 6 will be taking place on May 22-23 in 2022, where more than 300 high school students will gather for a full weekend of learning, creating, and innovating. This year, hackers will have the option to attend in-person or virtually!

JAMHacks participants, or “hackers”, will have 36 hours to invent and build any tech-related project—an app, a game, a website, a robot, a gadget, or anything else they’d like. They will then pitch it to a panel of judges to compete with fellow hackers.

As a high school hackathon, our mission is to inspire high school students to explore and pursue innovation and careers in technology. Together, let's prove why Waterloo is internationally-recognized as a foreground for innovation!



## JAMHACKS V: OUR RESPONSE TO GOING VIRTUAL

JAMHacks ran virtually for the first time in May 2021. This, inevitably, reduced the degree of involvement that in-person hackathons bring; however, our team has worked very hard to make the online hacking experience as meaningful as possible and will continue to do so this year. This includes:

- Holding live interactive workshops over an online video conferencing software
- Providing dedicated Discord text channels where hackers can communicate with a specific sponsor to gain information about their products, career options, etc.
- Providing hackers with the opportunity to pitch to a panel of judges and respond to questions live

With the virtual format, we were able to make JAMHacks more inclusive for hackers from all around the globe. The past year marks our biggest JAMHacks event so far, and we are determined to make it even better this year, with even more opportunities for innovation! Below are some statistics from JAMHacks V:



300+ registrations



150+ high schools



63 projects

## WHY SPONSOR JAMHACKS?

### Connecting with Young Innovators:

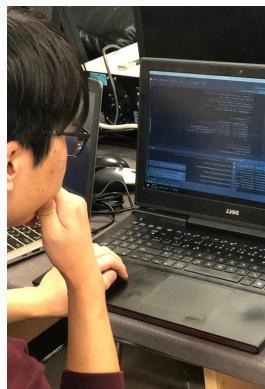
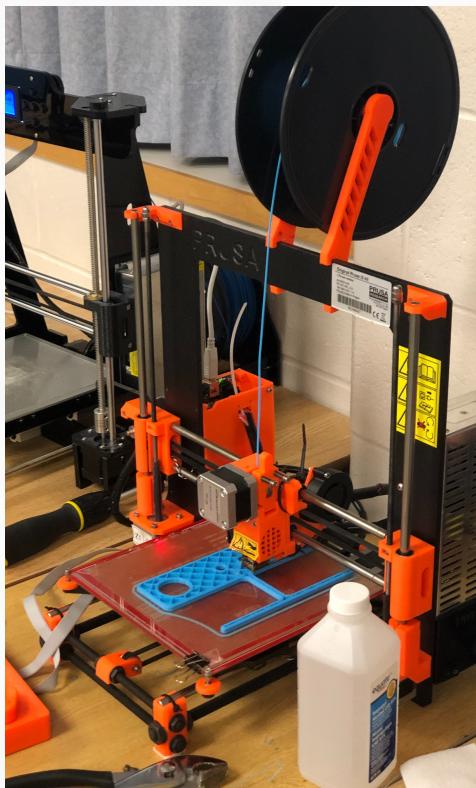
JAMHacks is many high school students' first hackathon: a special and unforgettable experience. This is a unique opportunity for you to make an early and lasting impression on our participants.

### Branding and Exposure:

You will be recognized for supporting the next generation of developers and makers. Additionally, if you bring your API or product, participants will gain first-hand experience with it. Many hackers do go on to work in the tech industry and are likely to continue using your product in the future!

### Recruitment:

JAMHacks gathers the brightest and most talented young developers and engineers from the Waterloo Region and beyond into one place. With such an environment that fosters learning and innovation, our hackers are sure to demonstrate talents and skills that are valuable to companies like yours.



## SPONSORSHIP TIERS



Peach

\$400



Grape

\$800



Strawberry

\$1200



Blueberry

\$1600

## YOUR BRANDING

	small	medium	large	huge
Logo on Website and T-Shirts				
Logo on Select Promotional Material	small	medium	large	huge
Distribute Swag	✓	✓	✓	✓
Thanked at Opening Ceremony	✓	✓	✓	✓
Shout-Outs on Social Media		✓	✓	✓

## YOUR INVOLVEMENT

Mentors Sent	max. 2	max. 4	unlimited	unlimited
Sponsor Booth / Discord Channel		✓	✓	✓
Company Judge(s) Sent			✓	✓
Remarks at Closing Ceremony				✓

## YOUR PRODUCTS

Run Workshop	1	2	3
Demo/Talk at Opening Ceremony	1 min	2 min	5 min
Provide a Custom Award (e.g. API Prize)		✓	✓

## RECRUITMENT

Distribute Recruiting Material	✓	✓	✓
Access to Resumes & GitHub/LinkedIn Profiles	post-event	pre-event	pre-event
Send Email to All Participants	✓	✓	✓

## Mentors

Mentors make a hackathon great! Sponsors that provide mentors will be remembered most by hackers as they help them through roadblocks and bugs they encounter, ultimately guiding them to success.

## 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 in order to make informed judging decisions.

## Workshops

Workshops are an ideal way to spread awareness and provide experience with your technology and business: you can teach young hackers about the development of innovative skills, the know-hows of your product, or even simply discuss innovation and entrepreneurship. This is also a chance to interact with our hackers live and introduce your company to them.

## Sponsor Booth / Discord Channel

A dedicated sponsor booth and/or a Discord text channel are excellent ways for you to communicate with our hackers at JAMHacks 6. Network, pitch, or demonstrate the offerings of your company however you'd like!

## Non-Monetary Sponsorships

We equally value sponsorships that comprise your company's offerings or opportunities (e.g. participation in a startup bootcamp) for our hackers! The assignment of sponsorship tiers to non-monetary sponsors will be up to our discretion.

## 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]"). The award that you provide will be credited toward your sponsorship contribution.

## INTERESTED?

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Email us at [sponsor@jamhacks.ca](mailto:sponsor@jamhacks.ca). All sponsorships are negotiable, and we are more than happy to discuss details or work out a custom sponsorship opportunity for you!