



## SPONSORSHIP

May 22 - 23, 2021

Sir John A. Macdonald Secondary School  
Waterloo, ON

[jamhacks.ca](http://jamhacks.ca)  
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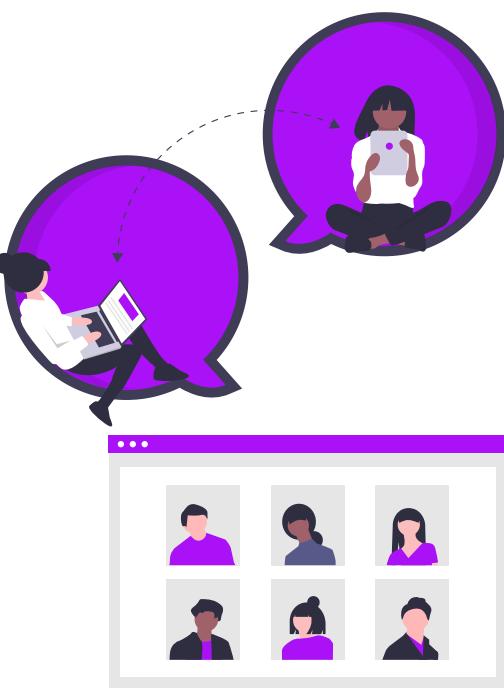
# EMPOWERING YOUTH IN TECH

## What is JAMHacks?

Waterloo's biggest high school hackathon is back! JAMHacks V will be taking place from May 22 to 23, where hundreds of students from high schools all over North America will gather online for a full weekend of learning, creating, and innovating. Participants, or “hackers”, will get 24 hours to invent and build a software or hardware project, and then pitch it to a panel of judges to compete with their fellow hackers.

As a high school hackathon, our mission is to inspire more high school students to explore and pursue innovation and careers in technology. With your help, we can prove firsthand why Waterloo is internationally recognized for innovation.

## Why sponsor JAMHacks?

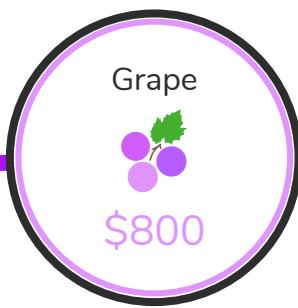


**Connect with young innovators:** For many participants, JAMHacks will be their first hackathon: a special and unforgettable experience. This is a unique opportunity for you to make an early impression on our participants..

**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 firsthand 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.

**Recruit:** We are gathering brightest and most talented young developers and engineers from the Waterloo Region and beyond into one place, and giving them a perfect environment to demonstrate their skills. See our available perks for recruiting below.

## Sponsorship Tiers



### Your Branding

	Small	Medium	Large	Huge
Logo on Website and Posters				
Logo on T-shirts (if funding permits)	Small	Medium	Large	Huge
Distribute Swag	✓	✓	✓	✓
Thanked at Opening Ceremony	✓	✓	✓	✓
Shout-outs on Social Media		✓	✓	✓

### Your Involvement

	Max. 1	Max. 2	Max. 3	Unlimited
E-Mentors/Evangelists Sent				
Personal Discord Channel		✓	✓	✓
Company Judge			✓	✓
Remarks at Closing Ceremony				✓

### Your Products

	✓	✓	✓	✓✓
Run a Workshop				
Demo/Talk at Opening Ceremony		2 min‡	2 min	5 min

Custom Award (e.g. API Prize)

	✓	✓	✓
Distribute Recruiting Material			
Access to Resumes & GitHub/LinkedIn Profiles	Post-event	Pre-Event	Pre-Event

Send Email to All Participants

1      2      3

## Mentors

Mentors are what make a hackathon great! Sending a mentor is a great way to interact with and gain recognition among hackers. Companies that provide mentors will be remembered most by hackers as they help them through any roadblocks and bugs they encounter, ultimately guiding them to success.

## Discord Channel

A personal Discord text channel is an excellent way to communicate to all of the attendants, as Discord will be our main method of communication throughout the hackathon. Network, pitch, or demonstrate your company however you'd like in the channel!

## Company Judge

You or a representative from your company will have the opportunity to view 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 an ideal way to spread awareness and provide experience with your technology and business. Via an online streaming service such as Discord video call, you can teach young hackers about the development of innovative skills, the know-how of your product, or even simply discuss innovation and entrepreneurship. This is also a chance to interact with our participants live and introduce your company to them.

## 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 award, but we will credit the value of your award (cash value or equivalent retail value) towards your sponsorship contribution.

# INTERESTED?

Send us an email at [sponsor@jamhacks.ca](mailto: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!