



# HACKSMU IV

SEPTEMBER 16-18, 2022



## Sponsorship Information

### What is HackSMU?

**HackSMU** is Southern Methodist University's 24-hour hackathon, an event that combines the functions of a tech conference, a career fair, and a start-up competition. We'd love for **YOU** to help fund our fourth annual hackathon.

A collaboration between the SMU Computer Science Club and Lyle School of Engineering, HackSMU was created by a group of students eager to see technological innovation and creativity thrive right here on our very own campus. After months of planning, we're close to pulling it off, but we need your help...

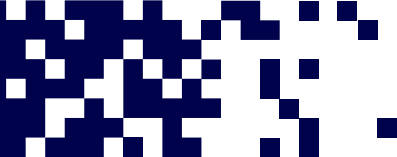
### Why Sponsor?

**ACCESS TO HIGH QUALITY STUDENTS** - SMU's rapidly growing engineering and computer science programs, and the solid depth of untapped tech talent here in Dallas is undeniable. Don't miss the chance to obtain resumes and talk with students at HackSMU!

**MARKET YOUR BRAND** - Sponsoring HackSMU will increase your brand recognition with our hackers. At our event, your logo, image, and message will reach a diverse audience of 150 or more highly motivated students in computer science, engineering, business, and more.

**IMPACT THE COMMUNITY** - You will be able to help students begin to discover how to use technology to improve the world in a meaningful way. A lot of students have the talent, but your direction and guidance can help our hackers learn how to code for good.

**BE A PIONEER** - Ever since we attended our first hackathon, we've wanted to bring that spirit of unbridled innovation back to our own campus. This is a chance for your company to be one of the sponsors for a well renowned event that will spark intellectual curiosity and foster technological talent for years to come.



## Sponsorship Tiers

### General:

- Applicant Resumes
- Recognition at Kick-off
- Sponsored Challenge
- Advertisement at Kickoff
- Advertisement at Closing

#### Bronze (\$1k)

✓
✓

#### Silver (\$2k)

✓
✓
✓
Up to 30s.
Up to 30s.

#### Gold (\$4k)

✓
✓
✓
Up to 1 min.
Up to 1 min.

### Engagement:

- Distribute Materials
- Sponsor Table
- Recruiters Present
- Side Event
- Finalist Judge

✓

✓
✓
✓
30 min.

✓
✓
✓
60 min.
✓

### Branding:

- Logo on Website
- Logo on T-shirt
- Sponsor Banner

Small
Small

Medium
Medium

Large
Large
✓

**\*Bringing mentors is another way to help out and get exposure!**

**\*Please direct any questions you have to [hacksmu.team@gmail.com](mailto:hacksmu.team@gmail.com)**