

**Systems Hacks Presents**

# Life Hacks

## Sponsorship Package

January 25, 2020 or February 1, 2020



SFU Software Systems Student Society



# About SSSS

Software Systems is a program in the School of Computing Science, based in SFU Surrey. Although a comprehensive program, Software Systems focuses more on the applied aspect of computer science. Some of the concepts taught are object-oriented programming, embedded systems and web-based information systems.

The **Software Systems Student Society** – or the SSSS – is a society that represents the interests of the Software Systems student body. Our goal is to create opportunities for students to connect with peers and professionals within the tech industry. We also plan events to promote the wellbeing of students and supplement their learning experience. Our first priority is always making sure the Software Systems program is well-represented



## Life Hack #1

Messy cables? Use paper clips to organize them!



**Code life  
better for**

course grade logging  
poll creating  
meal prep tracking  
an easier tomorrow  
hiking trail searching  
library book borrowing  
grocery shopping

## **What is Life Hacks?**

Life Hacks was inspired by the internet life hacks that used everyday objects in a non-conventional way to make tasks easier. The goal of Life Hacks is to increase productivity and efficiency, in all walks of life. Participants have 12-hours to create a product that makes everyday life more convenient. They can create web applications, mobile applications, hardware hacks and much more.





## Previous Hackathons

The goal of Systems Hacks has always been to allow Software Systems students – and especially beginner Software Systems students – a comfortable and beginner-friendly hackathon to compete in. The event has been a comfortable, low-stakes sort of challenge and we've seen our registrations grow.

This is our fourth year of running a hackathon. Last year we had our biggest hackathon with sponsors from TTT Studios, EA, A Thinking Ape and more. We went from a 50 participant in 2018 to a 100 participant in 2019. Our hope this year is to continue to grow our hackathon to make it bigger and better than the previous.

### Life Hack #2

Don't know what to get someone? Tell them you've already got something and make them guess. The things they say are most likely what they want!



# Why Sponsors Matter at Hackathons



With hackathons being so linked to technology that is used heavily in the industry, sponsors make all the difference. Beyond supporting the event behind-the-scenes, a sponsor's backing for a hackathon is very beneficial, for both the students and companies. Here's how:

## Recruit

Hackathons are a great place to see students in action as they work in teams and develop under a time constraint. Sponsors are able to send engineers to directly interact with top talent and create a valuable personal connection.

## Promote

A lot of students have little to no idea of the companies that define the industry and have a very skewed sense of what the industry actually consists of. Sponsors at hackathons have the opportunity to inform students of the changes they are making to the industry and get live-feedback from students.

## Brand

Hackathons are heavily advertised, and huge on branding. Companies gain a lot of exposure, and students get the chance to interact with companies they would never have heard of otherwise.

## Life Hack #3

If you accidentally close a tab, ctrl + shift + t reopens it!



# Sponsorship Tiers

Sponsorship Benefits	Tier 1 \$500	Tier 2 \$750	Tier 3 \$1000	Title Sponsors \$2000
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## Branding

Name on merch, promotional material (in order of tiers)	✓	✓	✓	✓
Specialized social media post	✓	✓	✓	✓
Promo items given to participants		✓	✓	✓
Grand prize named after company				✓
Naming rights (Systems Hacks 2020 Presented by "Your Company" Here on all promotional material)				✓

## Exposure

Brief introduction of sponsor by organizers	✓	✓	✓	✓
Speak before the event			✓	✓
Info page in pamphlet			✓	✓
Booth at registration			✓	✓
Picture with winners				✓
Opportunity to speak at closing ceremony				✓

## Recruiting

Opportunity to mentor/judge	✓	✓	✓
Opportunity to create prize category (best machine learning, for example) and pose for a picture with winners		✓	✓

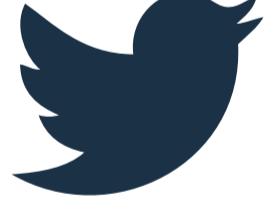
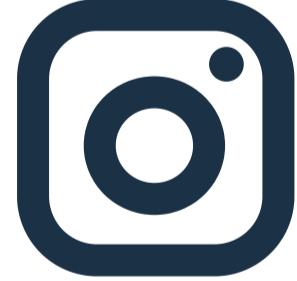


# Thankyou!

For all general inquiries

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