

SYSTEMS HACKS

P R E S E N T S :



Sponsorship Package

Feb 2-3 2018

**Simon Fraser University Surrey Campus
250 - 13450 - 102nd Ave, Surrey, BC V3T 0A1**

SFU | Software Systems Student Society
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ABOUT US

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 work ranges from taking student concerns to faculty, to hosting technical events such as Systems Hacks for our students, to monthly board games nights to help students destress. Our first priority is always making sure the Software Systems program is well-represented

ABOUT THE HACKATHON

WHAT IS A HACKATHON?

A hackathon is a (typically 24 hour) programming event, in which participants are to create a minimum viable product that is usually based on a theme. Participants can create web applications, mobile applications, hardware hacks and much more.

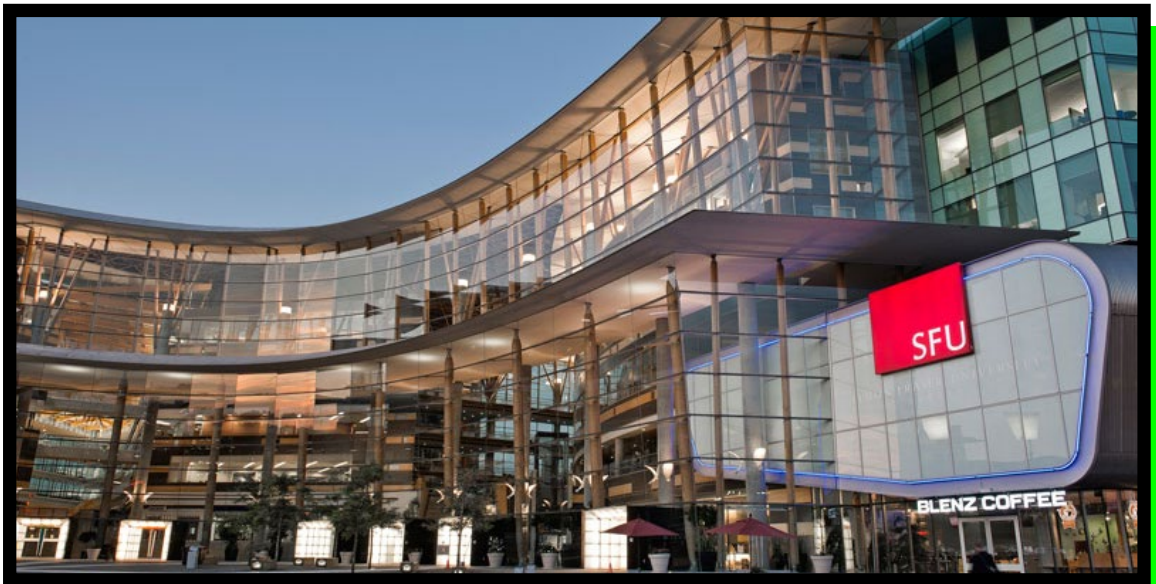
PREVIOUS HACKATHONS

The goal of Systems Hacks 2019 has always been to allow Software Systems students – and especially beginner Software Systems students – a comfortable and beginner-friendly hackathon to compete in. While some other hackathons might focus heavily on the theme, and others are too large or far from home, we've always tried to keep Systems Hacks an approachable challenge for beginners and for a lot of first-time hackers. In the past, we've achieved this by not enforcing a theme, making the hackathon 12 hours instead of the standard 24 hours, keeping the participant count low and by closing the event to SFU students exclusively. The event has been a comfortable, low-stakes sort of challenge and we've seen our registrations grow. That is why, this year, we are changing things up. We're aiming for a 200+ participant, 24 hour hackathon open to even non-SFU students. We plan on doing all this while still keeping the easy-going and accessible atmosphere, which we will be keeping in mind for every small detail of the event. Our planning is always revolving around the detail of how non-intimidating we can make each aspect of the event, while still allowing our students to participate in a friendly, close-to-home hackathon on their campus.

THE VENUE

SIMON FRASER UNIVERSITY SURREY CAMPUS

In a recent survey posed to SFU Surrey Campus-based students, when asked what their favorite part of SFU Surrey Campus is, 40% of participants chose the aesthetics, architecture and atmosphere of the campus, and 30% of participants chose the location of the campus. This could not be more accurate. SFU Surrey is located in the centre of Surrey, just a couple steps away from the Skytrain, and only a bus away from most neighborhoods around Surrey. It is located on top of Central City mall, making it very convenient for the students. SFU Surrey is an extremely accessible campus that looks bright and inviting regardless of the time of day and has an extremely pleasing aesthetic. The campus is home to the Software Systems, Mechatronics Systems Engineering and Interactive Arts and Technology programs, which makes it an extremely appropriate location for a technology and programming-based event such as Systems Hacks. We are fully expecting students from all three programs to participate as they have in the past to create unique and exciting projects.



SPONSORSHIPS

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:

Inspiring

- The more involved the company, the better! A winning category decided by a company that focuses on a certain concept (such as natural language processing) pushes students to try and use concepts they have learned in ways that they don't typically get a chance to.
- It can be very refreshing to see how different people come up with such drastically different projects when given the same theme.
- It ignites a spark in participants and in observers, which is why I would always encourage sponsors to stick around for demos, and especially to take the opportunity to judge.

Exposure































- 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.
- 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.

Experience

- This is a fantastic opportunity for students to learn about the ways in which the concepts they learn in school are applied in the industry, and opens their mind to the possibilities a program like computer science can consist of.
- Because students don't typically have a lot of spare time to work on side projects throughout their semesters, a bulk of their GitHub and personal portfolio is made up of projects they have completed at a hackathon.
- One time is usually enough to get hooked! Nobody decides to quit after their first hackathon!

The way we think, and especially about technology, changes so rapidly. Hackathons can be very inspiring for this reason, for both participants and for sponsors. Hackathons take everything we already know and mix it up to create something we would never have thought of, and that's why they are so, so important for everyone involved.

SPONSORSHIP TIERS

SPONSORSHIP BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
	\$300	\$500	\$700	\$1000
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 2018 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				
Opportunity to speak at closing ceremony				
Picture with winners				
RECRUITING				
Opportunity to mentor/judge				
Opportunity to create prize category (best machine learning, for example) and pose for a photograph with winners				

THANK YOU

The [SSSS] team would like to say a massive thank you to all of our sponsors as well as any organizations who took the time to learn about us and what we aim to achieve. We appreciate all the support provided to us and once again we thank you for everything that all our sponsors do to support us in enriching the academic careers of software systems students here at Simon Fraser University.

If you happen to have any questions or concerns, please do not hesitate to reach out to us through email. All contact information is listed to the right.

CONTACT US

for all general enquiries

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check us out on facebook

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