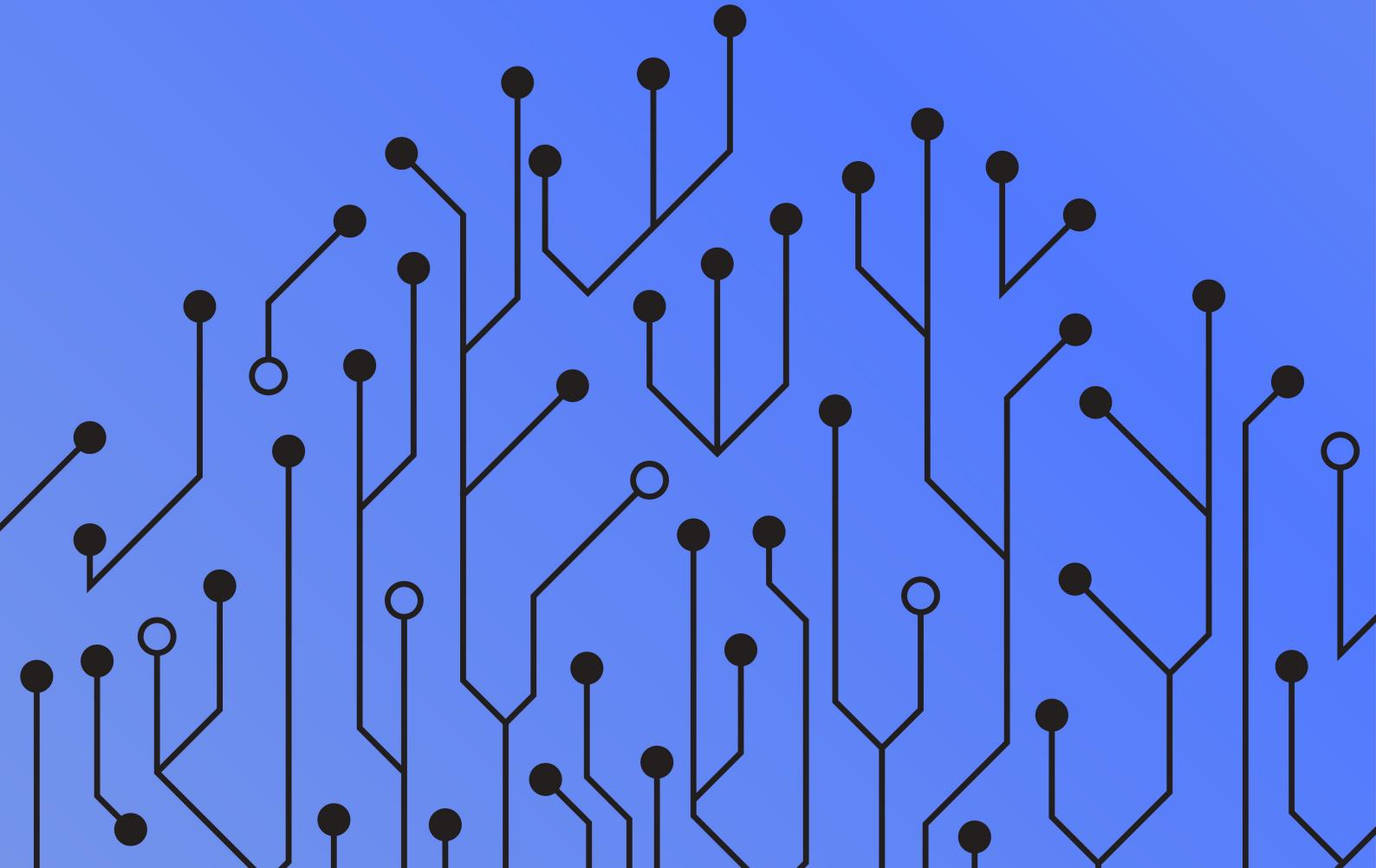
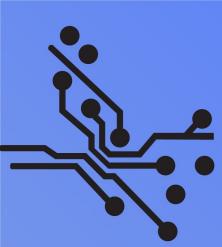


0000 1001

NOVEMBER 5<sup>TH</sup> - 7<sup>TH</sup>  
AMHERST, MA





# General Information



## All About HackUMass

In 2013, HackUMass started as an embedded system hackathon with just 100 participants. Over time, it has evolved from a basement gathering to one of the largest and most prominent hackathons in the Northeast. HackUMass VIII received over 1000 applications and hosted developers, designers, and entrepreneurs, from across the globe, who joined together to create over 100 hardware and software projects in just 36 hours.

The hackathon is scheduled for November 5th - 7th, 2021. We will be hosting a series of seminars on topics ranging from computer science to career development.

## 2020 Sponsor Seminar Highlights

There were 17 seminars, consisting of workshops, and technical as well as non-technical talks, where students learned new technologies and gained industry knowledge.



Security experts from **KPMG** organized a capture-the-flag competition and gave an introduction to penetration testing.

A producer from **Amazon Video** spoke about unscripted television production and post-production.

Graduate students from **UMass Amherst** spoke about their experiences in their careers and in academia.



# Our Vision

## Work with Us

HackUMass is looking for partners for our Fall 2021 event. We're especially interested in the following topics, but we'd love to consider any other ideas that would interest hackers:

<b>Programming Languages</b>	python™  Java  Kotlin  GO  Haskell  JS
<b>Platforms</b>	iOS  android  macOS  Windows™
<b>Electronics</b>	ARDUINO   RaspberryPi  GFX
<b>Career Development</b>	in  cv  LeetCode   Upwork
<b>Frameworks &amp; Techniques</b>	Sentiment Analysis  django  Penetration Testing

Please email **sponsors@hackumass.com** with the title of your seminar, a paragraph explaining what you want to do, and an estimate of how long you expect it would take.

## Logistics

HackUMass's Fall 2021 event will be expected to be held in person following the return to near-normal operations on campus. This is subject to guidance from state, local, and federal health officials and will be updated if necessary.



# Our Vision

## Why Host a Seminar?

Hosting a seminar with HackUMass offers an excellent brand building opportunity for your company! A seminar entails the chance to promote your company and its technologies! Attend our networking sessions and recruit top technical talent from top schools:



Amherst  
College



Northeastern  
University



**WPI**

**UCONN**  
UNIVERSITY OF CONNECTICUT



**Stony Brook  
University**

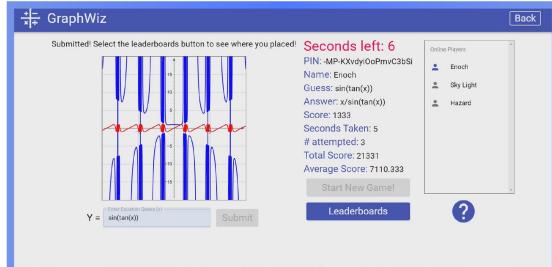
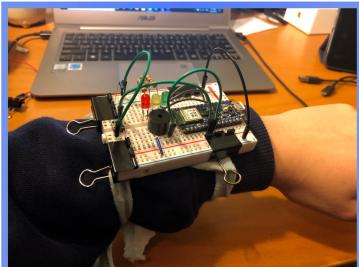
If you want to broaden your promotional efforts beyond a seminar, consider becoming a HackUMass sponsor! We offer a variety of perks and add-ons for our sponsors to help them optimize their outreach.



# Sponsorship Details

## 2020 Attendee Project Highlights

There were 95 project submissions overall with a chance to win 13 different award categories.



**HealthAlert**, winner of the grand prize and the best documentation, is a safety health wearable and app tailored to the elderly, people with dangerous health conditions, and people who suffer from memory loss.

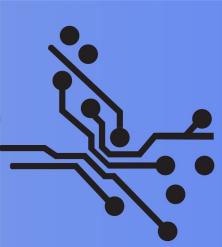
**GraphWiz**, runner up and best web hack, is an online single-player and real-time multiplayer game that tests your knowledge and competes with others on linear, quadratic, polynomial, exponential, nth root, and trigonometric equations.

**Eatssentials**, won best beginner software hack and best domain name, an online recipe book built around your health and what's in your fridge. The website helps users with certain health conditions. They can browse for health accommodating meals using the available limited items.

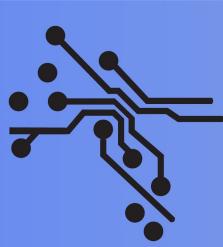
## Why Sponsor HackUMass 2021?

The College of Information and Computer Sciences (CICS) and the College of Engineering (COE) at UMass Amherst are home to top-10 programs in their fields including machine learning, artificial intelligence, and cybersecurity/security engineering. HackUMass is also supported by the Isenberg School of Management, a well-distinguished business school with top programs and the Berthiaume Center of Entrepreneurship. Students from UMass and campuses across the country provide our hackathon with elite talent. Additionally, sponsorship provides access to our resume directory and direct interaction with students in a collaborative and fast-paced environment.

Whether you're looking for a new application to complement your business model, or are simply seeking out creative solutions to big problems, HackUMass can provide a flexible ground for talented individuals to develop projects based on your company's vision. We offer the opportunity to sponsor official tracks, as well as smaller sponsored prizes. In past years, HackUMass participants have worked on projects ranging from a crowdsourced water quality monitoring platform to robotic arms.



# Sponsorship Details



## Sponsor Tiers

**SILVER**  
\$3,000

**GOLD**  
\$6,000

**DIAMOND**  
\$9,000

**TITLE**  
\$12,000  
(minimum bid)

	1	1	2	3
Company Tables	1	1	2	3
Bring API/Hardware/Mentors	✓	✓	✓	✓
Workshop/Tech Talk		1	2	3
Sponsored Prize *		✓	✓	✓
Speak at Opening Ceremony		1 min	3 min	7 min
Official Sponsored Track *			✓	✓
Pre-hackathon API workshop **			1	2
Present Grand Prize				✓

## Recruiting

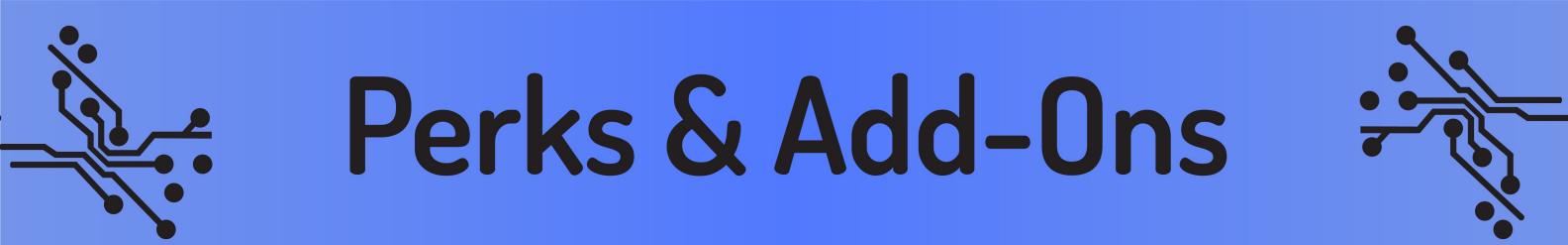
Send Recruiters & Distribute Materials	✓	✓	✓	✓
Recruiting Material/Swag in Bag			✓	✓
Access to Resumes		Post	Pre	Pre
Access to Processed Profiles			✓	✓
Private Interview Location			✓	✓
Customized Networking Hour/Meal **				✓

## Branding

Logo on Website/Booklet/Shirts	✓	✓	✓	✓
Logo on Bag		✓	✓	✓
Sponsored Meal				✓

\* See next page for perk description

\* Perk can be purchased separately



# Perks & Add-Ons

## Co-Host HackUMass

As our distinguished sponsor, co-hosting HackUMass provides you with incredible opportunities to be heavily involved in the organization and branding of our event. Your company will be the face of our event - from providing mentors, to hosting workshops, to presenting at the opening ceremony and presenting the grand prize, you will be the focal point of every event. Complete access to students' recruiting information and numerous unique opportunities for one-on-one virtual interactions with hackers cap this amazing opportunity to be prominently placed at the forefront of HackUMass.

## Sponsor Spotlight

The Sponsor Spotlight offers the ultimate PR package for your company to build brand awareness. Kickstart your email campaign even before HackUMass begins by sending up to three emails anytime to every single applicant, and HackUMass will also send out at least one promotional email with the spotlight on your company's work, technologies, and opportunities. Reach out to and interact with thousands of hackers with up to two posts (Six total) on our Instagram, Facebook, and Twitter. Get further exposure with highly visible logos and promotional material on our website homepage as well as the promotion of your jobs, internships, and co-op positions through all of our PR channels.

## Networking Sessions

Want the opportunity to engage with talented students in a smaller, more personal, setting? Invite hackers for coffee chats, in-depth conversations, and career talks!

## Official Sponsored Track

An official sponsored track features your company's prizes and HackUMass official prizes too! The branded sponsored tracks will be featured near the top of our prizes list and will be promoted as one of our official themes of this year's hackathon.

## Sponsor Giveaway

A sponsor giveaway can include company swag like gift cards, T-shirts, and other merchandise, and HackUMass will promote both your company and the giveaway on our booming social media platforms.