HACK
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DECEMBER 18TH – 20TH
REMOTE

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 VII 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. Throughout the years, HackUMass has offered both companies and students the opportunity to host seminars, where participants have the ability to engage with exciting technologies.

Due to the COVID-19 pandemic, HackUMass has been forced to scale back for the Fall 2020 semester. The hackathon, which was originally scheduled for October 2020, has been postponed till December 2020. In its place, it will be hosting a virtual hacking space for participants and a series of online seminars on topics ranging from computer science to career development for students in the hacking community.

2019 Sponsor Seminar Highlights

There were eleven seminars, consisting of workshops, technical talks, and non-technical seminars, hosted by our sponsors where students learned company technologies & gained industry knowledge.

Amazon employees spoke to students about their experiences working there and the technologies they used.

Engineers from **MITRE** taught participants how to build radio antennas.

Designers and programmers from **Optum** spoke about designing friendly and intuitive user interfaces and experiences.

Our Vision

Work with Us

Since its founding 7 years ago, HackUMass has become one of the leading hardware hackathons, making it a staple for tech talks, recruitment, and innovation. HackUMass is inspired by the energy and innovation startups bring, while providing the perfect platform to showcase your company's innovative ideas, platforms, and, most importantly, your values.

HackUMass is looking for seminar proposals for its Fall 2020 event. We're especially interested in the following topics, but we'd love to consider any other ideas that would interest hackers:

Programming Languages	python, Java, Kotlin, Haskell, GO, JS
Platforms	iOS, android, www, macOS, Windows
Electronics	soldering iron, ARDUINO, glue gun, RaspberryPi, GFX
Career Development	LinkedIn, CV, LeetCode, handshake, ii
Frameworks & Techniques	React, Sentiment Analysis, django, Penetration Testing, AWS Lambda

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. We'll get back to you by **November 15** to let you know if your event has been accepted.

Logistics

HackUMass's Fall 2020 event will be held online using **Microsoft Teams** for video conferencing. We'll handle all the technical details, so you don't need to worry about anything more than having a computer with a webcam and microphone.

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:

HackUMass understands the challenges that the COVID-19 pandemic has brought upon organizations globally. Adapting to these changing times, HackUMass is thrilled to offer your company the opportunity to host a seminar! Hosting a seminar allows you to promote your company and its specific technologies to passionate students, who will now be tuning in remotely from around the world.

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.
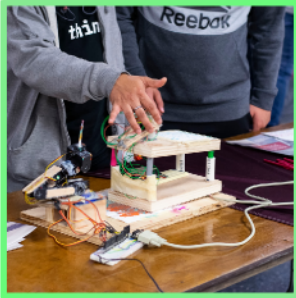
Sponsorship Details

2019 Attendee Project Highlights

There were 74 project submissions overall with a chance to win 17 different award categories.

Message In A Bottle, winner of the grand prize and the best mobile app prize, is an app that enables iOS and Mac devices to communicate with one another through a P2P mesh network, with no WiFi or cellular connection required!

The TurboChair, winner of the best hardware hack prize, is a remote-controlled motorized sofa chair with a built in entertainment system.

Mole Slayer is an educational game for children that teaches them programming by having them fill in incomplete programs.

Why Sponsor HackUMass 2020?

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	BRONZE $1,000	SILVER $2,000	GOLD $3,000	DIAMOND $5,000	TITLE $6,000 (minimum bid)
Bring API/Mentors	✅	✅	✅	✅	✅
Seminars		1	1	2	3
Sponsored Prize		✅	✅	✅	✅
Speak at Opening Ceremony			1 min	3 min	7 min
Official Sponsored Track *				✅	✅
Pre-Hackathon API Seminars				1	2
Present Grand Prize					✅
Co-Host HackUMass *					✅

Recruiting

	BRONZE	SILVER	GOLD	DIAMOND	TITLE
Send Recruiters & Giveaways *	✅	✅	✅	✅	✅
Recruiting material/swag in bag			✅	✅	✅
Access to Resumes			Post	Pre	Pre
Access to Processed Profiles				✅	✅
Customized Networking Sessions *					✅

Branding

	BRONZE	SILVER	GOLD	DIAMOND	TITLE
Logo on website & template	Small	Small	Medium	Large	X-Large
Sponsor Spotlight *					✅

* see next page for perk description

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.