



Cathacks VIII

Spring 2022

Sponsor Information

Selected from a pool of applicants representing colleges across the nation, hundreds of students are invited to the University of Kentucky to develop web, mobile, and hardware projects in this 48-hour competition.

Sponsors will be helping fund supplies, prizes, and t-shirts for the applicants invited to the hackathon.

April 8th-10th
Check our website for
the latest updates
www.CatHacks.com

Email our CatHacks
Coordinator for more
information at:
tbbu225@uky.edu

Why sponsor?

Sponsors receive these great benefits (and more!)



Recruiting

CatHacks attracts the most motivated students in the area, and sponsorship will give you incomparable access to the industry's top tech talent.



Branding & Exposure

Whether you're distributing merchandise or hosting a workshop, your brand will be talked, tweeted, and shouted about throughout the event. This will further establish company rapport and brand recognition.



Product Feedback

Although students are free to create their own projects, you can encourage them to use your products with sponsored prizes and API demos. This can provide you with invaluable feedback from the next generation of tech professionals.

Sponsorship tiers

| | \$250 | \$500 | \$1000 | Title Sponsor (Top Bid) |
|--|-------|------------|------------|----------------------------|
| General | | | | |
| Send Mentors | ◆ | ◆ | ◆ | ◆ |
| Opening Speech/Demo | | 5 minutes | 10 minutes | 15 minutes |
| Sponsor Side Event | | ◆ | ◆ | ◆ |
| Present Prize | | | ◆ | ◆ |
| Hacker Chat Access | | ◆ | ◆ | ◆ |
| Info Session | | 30 minutes | 1 hour | 1 hour & 30 min. |
| Recruiting | | | | |
| Promote API | ◆ | ◆ | ◆ | ◆ |
| Collect Resumes | | After | Before | Before |
| Post-Event Email | | | ◆ | ◆ |
| Branding | | | | |
| Distribute Merchandise | ◆ | ◆ | ◆ | ◆ |
| Logo on Website | ◆ | ◆ | ◆ | ◆ |
| Social Media Shoutout | | ◆ | ◆ | ◆ |
| Discount Sponsorship at the Next CatHacks | | | 15% | 25% |
| Cathacks Brought to you by... | | | | ◆ |

Appendix

Below you can find more information about what each sponsorship tier has to offer.

Send Mentors

Being a mentor at CatHacks is a great way to interact with the participants, promote your company APIs or other products, and further establish company rapport and brand recognition.

Sponsor Channel

We provide all sponsors with a Discord channel for your reps to hang out, display company materials, and interact with participants.

Opening Speech/Demo

You will be given a time slot during the opening ceremony to talk about your company and promote your product.

Sponsor Side Event

Show participants your company knows how to have a good time. Not sure what to do? We will host a fun event and give you all the credit!

Present Prize

Get up in front of everyone during the award ceremony and present your prize to the winners. (Anyone is allowed to donate a prize and we'll tell them it's from you, but who doesn't love the spotlight?)

Hacker Chat Access

All participants will be connected to a live chat for the duration of the event. As a premium sponsor, you will have access to this channel to answer questions, promote your brand, and encourage teams to use your product.

Distribute Merchandise

Sending company swag (t-shirts, laptop stickers, water bottles, cards, pens, etc.) for participants is an easy way to build company brand recognition.

Social Media Shoutout

We will give a shout out on all of our social media accounts as soon as you sponsor us, and again sending out a huge "Thank You" once the event ends.

CatHacks Brought to you by...

This is a big one, stand out from the crowd by being the Title Sponsor. The highest bidder will get all the benefits from the other tiers as well as be listed everywhere as the co-host of CatHacks VIII.

"CatHacks VIII brought to you by —Your Company Name Here—."