SoHacks

School's Out Hackathon

Facebook: www.fb.com/schoolsouthackathon |
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SPONSORSHIP INFORMATION.

June 13-14, 2014 in San Antonio, Texas

500+ Hackers Coding Workshops Tons of Swag Prizes Include Cash, Internships, and Hardware

The hackathon is run by Apps for Aptitude, a 501c3 nonprofit that can accept tax exempt donations.

Who are we?

We are a team of programmers that believe in the importance of computer science in education. In a technologically oriented economy, software is touching every part of our lives, and we think that our generation should be able to interpret and program software to help make the world better.

What is our goal?

Our goal is to get students to apply their programming skills in order to create something that has value. One of the biggest barriers of computer science is the inability to apply coding skills in order to write awesome software. A hackathon is a great way to fix this issue. By creating a makerspace, students are engaged and are able to collaborate to create something awesome.

The hackathon will also introduce computer science to people with no experience and eliminate the social barriers associated with programming. Some of these barriers are: "only boys can program, I have to be a genius to know how to code, and programming is nerdy." The hackathon will be a fun, inviting environment that will spur innovation and collaboration.

Why sponsor?

The School's Out Hackathon is about the relationship between the developers and the sponsors. The hackathon allows sponsors to exhibit awesome products and ideas that can be used to aid programmers in their projects. Becoming a sponsor will help your company's public relations, brand perception, and product popularity. By sponsoring, your company is able to form a candid relationship with the programmers of the future and receive opportunities to engage those programmers with technologies that they will grow to love and use.

 "Our policy is literally to hire as many talented engineers as we can find. The whole limit in the system is just that there aren't enough people who are trained and have these skills today."

-    Mark Zuckerberg, CEO of Facebook

What makes an ideal sponsor?

Sponsors are one of the most important parts of our hackathon. It's not necessarily how much sponsors contribute financially, but it's about who is paying? Who will you send in to represent your company? Will they be helping hackers in the middle of the night? Do you have a great API demo or an entertaining tech talk?

A few things to keep in mind:

- **Interesting API/Software**: Is the API easy to use and well documented with some examples? How is the API priced? Are you offering a coupon code to students? Do you have developers who can help students who run into trouble using it? Do you have any ideas you may want students to build? Do you have software that ultimately aid programmers?
- **Internship Opportunities**: Students will be actively looking for internships, while others will be ready for basic coding interviews, and are looking to gain more experience. Is your company hiring? Do you have internship opportunities geared toward students?
- **Good Schwag/Brand Material**: It is always good to have schwag. This can be t-shirts with a simple logo or stickers, mugs, jackets, snuggies, pillows, iPhone cases, hot sauce, etc. We'll have random giveaways throughout the event, so this is a great way to make sure every participant walks away with your brand!
- **Mentors and Representatives**: These people are incredibly important when it comes to developing relationships with programmers. If you feel that your company can send someone who is engaging and helpful, that is a way to be an awesome sponsor.

"I'd like to advocate for computer coding to be an institution in the public school systems right next to biology, chemistry, physics, etc. If we want to spur job growth in the US we have to educate ourselves in the disciplines where jobs are available and where economic growth is feasible."

- Ashton Kutcher Actor and Tech Evangelist

Sponsorship Tiers (For Startups, Contact Us):

Tier	Bronze	Silver	Gold	Platinum
Sponsorship Amount	$1000	$3000	$5000	$10000+
Mentors at Event	✔	✔	✔	✔
Host a Workshop	Contact Us	Contact Us	✔	✔
Sponsor Booth			✔	✔
Keynote/API Demo		2 min	5 min	10 min
Company Banners				✔
Company Description			✔	✔
Mailing List				✔
Allowed to recruit	✔	✔	✔	✔
Main Event Judge			✔	✔
Free Giveaways (Schwag)	Required	✔	✔	✔
API Prize	Contact Us	Contact Us	Contact Us	Contact Us
Website/T-Shirt Logo (note T-Shirt Logo for Silver, Gold, and Platinum)	✔	✔	✔	✔

Interested?

Please contact us at contact@sohacks.com. If these sponsorship levels are not suitable, please contact us with information on what we can do for you! All sponsorships will be discussed in more detail.

SOHACKS Wish List

If you can't contribute financially, that's not a problem! We'd still love to have your support. We've listed some alternatives below that will allow you to play a major role in making SoHacks happen:

Midnight Goodies: Hackers will be at it for 30 hours, and that takes loads of caffeine and snacks. If you're willing to provide snacks for the event (especially late night bites), we'll present them in a way that emphasizes your sponsorship. (e.g. "Midnight Pizza presented by Yahoo!")

Sleeping Bags or Blankets/T-Shirts: Some students sleep at the event - you can have them covered by sending us branded sleeping bags or blankets.

Any Questions?

Reach out to us at any time, day or night, at contact@sohacks.com.