



Website: <http://www.hackduke.org/> | **Email:** sponsorship@hackduke.org

The HackDuke team is proud to bring back HackDuke for the fourth time this Fall of 2014! HackDuke is a hackathon held at Duke University, and is the largest collegiate hackathon ever held in the nation to date that focuses on tech and social justice.

HackDuke: Code for Good Fall 2014 is on **November 15th - 16th**. Students will work closely with non-profits and development organizations to create projects in several impact zones (e.g., environment, women in tech, education, poverty, trafficking, immigration, health). We will be **pre-screening candidates for both technical skill and interest** and are currently capping the event at about **500 participants**.

HackDuke: Code for Good piloted in the Spring of 2014, where over 300 bright and passionate students from 15 universities worked closely with 50 tech and non-profit mentors to create 45 projects aimed towards making a difference. Check out <http://spring2014.hackduke.org/> for more information about the structure of the event, news coverage, sponsors, non-profits and projects.

The HackDuke team also has experience with large scale hackathons. In the Fall of 2013, over 500 students from 25 universities submitted 102 projects to compete for over \$10,000 and ten sponsor prizes. The event brought in top talent in both software and hardware. See <http://fall2013.hackduke.org/> for news coverage, pictures, previous sponsors, and winners.

In addition to helping out an awesome cause, sponsorship also grants you access to top college talent from the region and a great way to publicize your products!

Your funds will go towards **prizes** (e.g., donations to charities of the winner's choice), **transportation, hardware, logistics, food, and swag**. In the following pages we've provided a breakdown of the different services we offer in return for sponsorship.

We would prefer sponsorship for these aspects of the event directly. We'll provide you with different perks depending on the equivalent monetary value of your donation. We've outlined sponsorship packages on the last page as well. Please contact us if you'd like to create a custom package or if you have any questions.

We are also willing to negotiate the prices, especially if you provide **substitutes in lieu of sponsorship money** such as food, bus rentals, sleeping bags and blankets, etc. Likewise, by the nature of the event, this extends to anything which **contributes to the "Code for Good" theme!** (e.g., bringing in nonprofits/charities which you already work with, speakers that have applied technology for philanthropic purposes, etc.)

In addition to the sponsorship money, we also strongly encourage sponsors to:

- Send **company swag** like t-shirts, stickers, water bottles, sunglasses, etc. Students love it, and it's an easy way to build your brand.
- Send **company prizes**. We would like companies to have their own separate prize categories that relate to the theme of "code for change".
- Bring **company engineers** and other mentors to the event. Mentorship is one of the best ways to interact closely with the participants and make their experience with a company API or technology far more positive.

Please contact us if you want to discuss particular collaborative ideas or adjust the sponsorship packages to better meet your goals.

	\$1000	\$2500	\$5000	\$7500	\$10000
<u>General</u>					
Send technical ambassadors We highly recommend that sponsors provide engineers on site to provide technical recruiters to help with general engineering challenges. Student developers are much more likely to be interested in working for a company upon meeting amazing and inspiring company developers.	1 max	2 max	3 max	5 max	No limit
API Demo Prepare a 2-3 minute demo showcasing your API in a way which relates to the “code for good” theme.	✓	✓	✓	✓	✓
Eligible to award a company prize The best way to get participants to use your product or engage with your company is to create a company prize. We request that the company challenge be related to the “code for good” theme.		✓	✓	✓	✓
Tech Talk If you want to do a tech talk showcasing how your company does things related to “code for good”, we will set you up a room.				✓	✓
Keynote at opening ceremony or closing ceremony (choose one) If you have a great speaker, let us know if you’d like to have them provide a keynote.					✓
<u>Recruiting</u>					
Send recruiters		✓	✓	✓	✓

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Company table This is where your company's recruiters will be located. Before the event even starts, there is time for your company, the students and the non-profit representatives to mingle, chat about technology and social justice and pass out information about career opportunities over lunch.			✓	✓	✓
Access to all participant resumes, emails, LinkedIn/GitHubs				✓	✓
Contact info for all project teams We'll provide you with the contact info of every member on each project team. This is handy for identifying who was behind each project that you may have found interesting.				✓	✓
<u>Branding</u>					
Distribution of swag	✓	✓	✓	✓	✓
Logo on website and event program	✓	✓	✓	✓	✓
Logo on hackDuke t-shirt		✓	✓	✓	✓
Sponsored events We sprinkle fun events throughout the hackathon to provide a mental break. (e.g., nerf gun fight, meals, barista, etc) We'll be sure to let the participants know that your company sponsored the nerf gun fight, ice cream social or let you do your own.				✓	✓