

UGAHACKS 9

SPONSORSHIP PACKET



A MESSAGE FROM THE TEAM

In the summer of 2022, the UGAHacks 8 team came together and began a 9 month journey to put on the first ever Makeathon, and one of our largest hybrid Hackathons yet! Our first ever Makeathon was a huge success, bringing together UGA's best hackers to work on sustainability based projects. Our Hackathon had an attendance of 600+ hackers and had 126 amazing project submissions. After the team put in hundreds of hours of work to create more side events, more workshops, and more project paths, it was an honor to watch the hackers create their own adventure through their projects. We couldn't have done it without all the companies that sponsored us to make the event better than ever.

We hope to continue this trend and surpass UGAHacks 8 in participation, competition, and innovation through our second ever Makeathon and our ninth Hackathon. As the UGAHacks 9 team dives into planning our next events, we are extremely excited to see what our hackers have in store. Our events' success is possible largely because of the incredible companies that sponsor us each year. We are excited and honored to share our vision for UGAHacks with your company, and are committed to working with all our sponsors to ensure an enriching and inspiring experience for our hackers, organizers, and sponsors.



Lead Director



Sponsorship Director



Marketing Director



Logistics Director



UGA
HACKS



Tech Director

OUR REBRAND

As you will undoubtedly notice as you continue to read our sponsorship packet, UGAHacks has a new look! Last year, UGAHacks went on a marvelous adventure, and inspired our hackers to create their own adventure. This year, UGAHacks is on a new mission to help our hackers embrace their powers of good with our new theme: Superheroes! Just as Superheroes embark on journeys of self-discovery and relentless battles against their villains, the UGAHacks team hopes to inspire our hackers to wage war against those pesky bugs that challenge us and strive to innovate. We hope you'll join us on our new journey as our hackers become the hero of their stories!



ABOUT UGAHACKS



WHO WE ARE

UGAHacks is a registered 501(c)(3) at the University of Georgia that seeks to organize, assist, and empower the broader computer science community through their annual hackathon. This weekend-long programming competition gives students at UGA and universities across the nation the ability to develop new skills, showcase their talents, and connect with industry-leading businesses. By creating a collaborative and inclusive environment, we believe that UGAHacks provides hackers of all levels an environment to learn, develop, and dream.

WHY SHOULD YOU SPONSOR US

UGAHacks is proud to provide students with cutting-edge APIs, new hardware, and access to unique libraries so that their only limit is their imagination. By partnering with strong corporate sponsors, UGAHacks can also provide hackers networking and recruitment opportunities with some of the most competitive companies in the industry. In addition, sponsors would be able to interact with some of the top computer science students in Georgia, promote their company, culture, and position in the industry, and interview attendees on-site for internships, co-ops, part time, or full time positions.

UGAHACKS 9 OVERVIEW

- February 9th - February 11th
- Projected 800 attendees
- In-Person event at UGA Zell B. Miller Learning Center
- Superhero theme



UGAHACKS 8: A RECAP



UGAHACKS 8 BY THE NUMBERS

Fig. 1

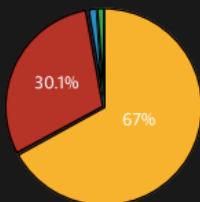


Fig. 2

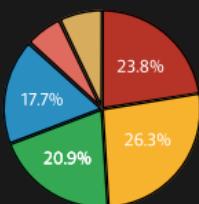


Fig. 3

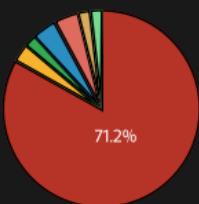


Fig. 4

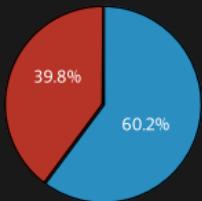


Fig. 5

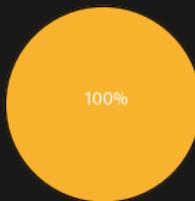


Fig. 1 - GENDER

- Female
- Male
- Non-Binary
- Undisclosed

Fig. 4 - 1ST TIME HACKER?

- Returning Hacker
- First-time Hacker

Fig. 2 - YEAR

- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student
- Other

Fig. 5 - FUN HAD

- All of it!

Fig. 3 - MAJORS

- Computer Science
- MIS
- Cog. Sci
- CSE
- Data Science
- Mech. E
- EEE

SPONSORING THE EVENT



	TIER 1 \$900	TIER 2 \$3000	TIER 3 \$5000	TIER 4 \$8000	TIER 5 \$12000
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GENERAL

SIDE EVENTS	●	●	●	●
REPS	1	10	20	50
BOOTH	●	●	●	●
WORKSHOP		2	4	6+
OPENING TALK				●
CLOSING TALK			●	●
RECAP VIDEO			●	●
JUDGING RIGHTS*		●	●	●
CREATE A CHALLENGE*	●	●	●	●

RECRUITMENT

RESUME ACCESS	●	●	●	●
INTERVIEW ROOMS		●	●	●
PRE & POST EVENTS	1	1	1	3

MARKETING

SOCIAL MEDIA MENTIONS	1	2	3	5
LOGO ON WEBSITE	●	●	●	●
LOGO ON SHIRT		●	●	●
LOGO ON STICKERS				●
SWAG DISTRIBUTION	●	●	●	●

*Work with our team to build our flagship hackathon experience!

PRE + POST EVENTS

Pre- and Post- events are an addition to the sponsorship perks for UGAHacks 9. They allow for our sponsors to create closer connections to UGA students by meeting them in a smaller group setting at our sister computer science organizations on campus. This allows for companies to create a bond with our students before the event or further a relationship created at the event, which allows for a more personal hackathon experience for both the companies and students. Past pre/post events have been mini challenges, introductions to recruitment opportunities, panels, and networking. UGAHacks is proud to partner with some of the strongest computer science organizations on campus to lead this initiative: ACM and ACM-W Girls.Code()



WORKSHOPS + SIDE EVENTS

We're proud to continue offering side events and workshops to corporate sponsors! At their core, side events are meant to be fun, social events sponsors can put on to increase interaction with attendees and garner interest in their company. These events, generally around 45 minutes, help create a memorable experience for the hackers and help recruitment and marketing efforts of companies.

Workshops have a more technical focus, allowing a sponsor to show off an API or skill-set that they see as particularly useful. These workshops include a teaching and interactive element which will allow hackers to apply their new skills in projects or sponsor challenges.