



UGAHacks

Sponsorship Packet

A NOTE FROM THE TEAM —

In February of 2022, the UGAHacks 7 team persevered through many challenges and hosted the first hybrid UGAHacks event. This event received the largest hacker turnout with the most project submissions to date in UGAHacks history! As a result of the hundreds of hours invested by the UGAHacks 7 planning team, we were able to host UGAHacks 7 with more side-events, resources, and competitiveness than ever before. We were incredibly honored to watch 800+ hackers rebuild and reimagine their world one pixel at a time, and immensely thankful to the 8+ companies that sponsored UGAHacks 7 to make the event come back stronger than ever.

This year, we are looking to continue this success and reach even grander heights! The UGAHacks 8 team has hit the ground running with planning our next events, and we're excited to explore new horizons along with our hackers in our next flagship hackathon! The event's success has always been made possible by the amazing companies that sponsor this event each year. We are excited and honored to share our vision for UGAHacks with your company, and we will continue to remain committed to working with our sponsors to achieve a seamless experience and foster new passions for our hackers, organizers, and sponsors alike.


lead director


logistics director




sponsorship director

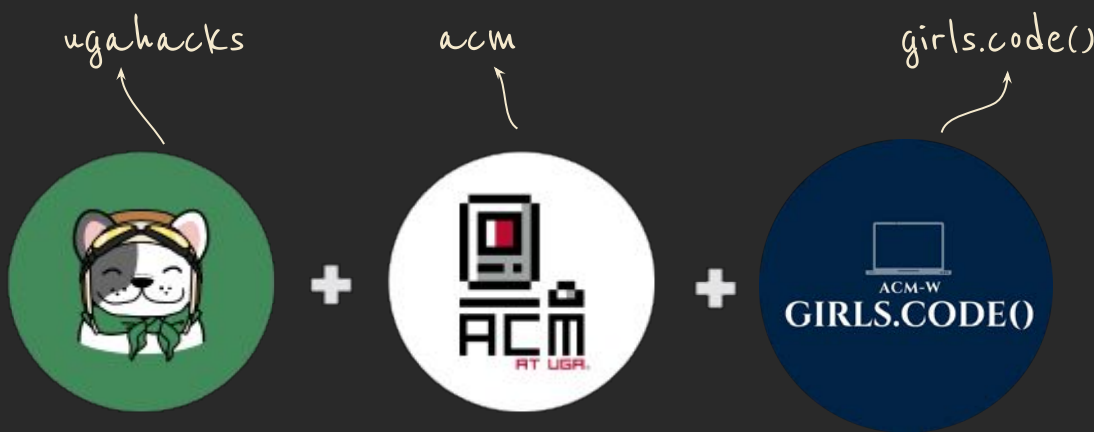

marketing director


tech director



PRE & POST EVENTS

Pre- and Post- events are an addition to the sponsorship perks for UGAHacks 8. 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 8 OVERVIEW

- February 3rd-5th, 2023
- Projected 800 attendees!
- In-person event in the UGA Miller Learning Center (MLC) and Innovation District
- Travel/Exploration theme



| | TIER 1* \$900 | TIER 2 \$3000 | TIER 3 \$5000 | TIER 4 \$8000 | TIER 5 \$12000 |
|-----------------------|------------------|------------------|------------------|------------------|-------------------|
| 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 | ● | ● | ● | ● | ● |

* Reserved for organizations affiliated with the University of Georgia

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



UGAHACKS 7 BY THE NUMBERS

fig . 1

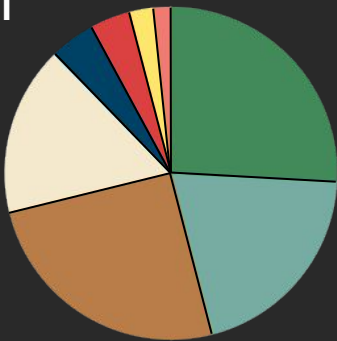


fig . 2

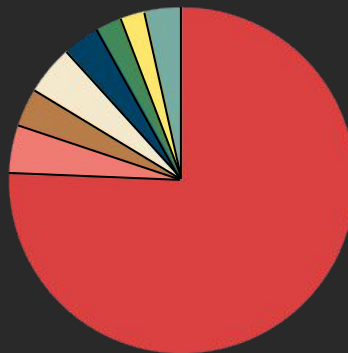


fig . 3

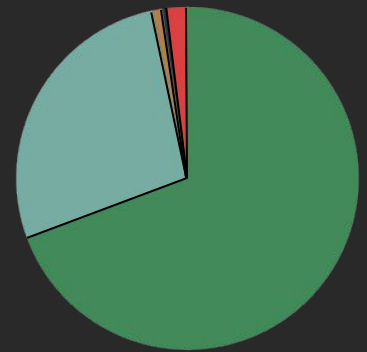


fig . 4

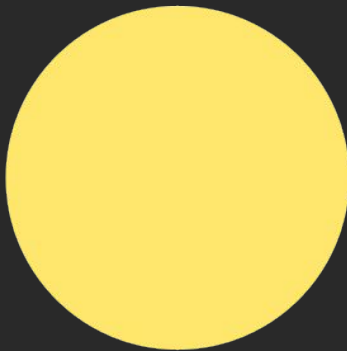


fig . 5

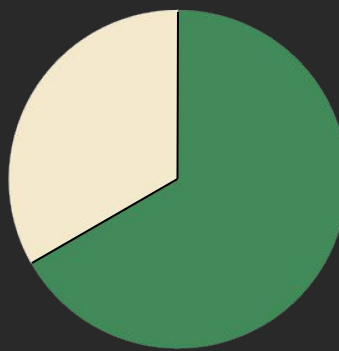


fig . 6

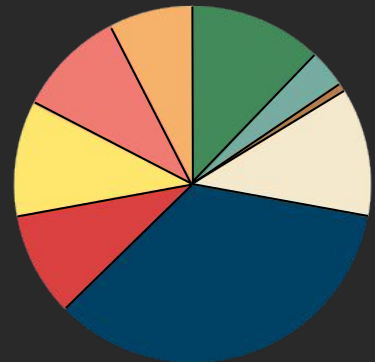


fig . 1 – Year



fig . 2 – Major

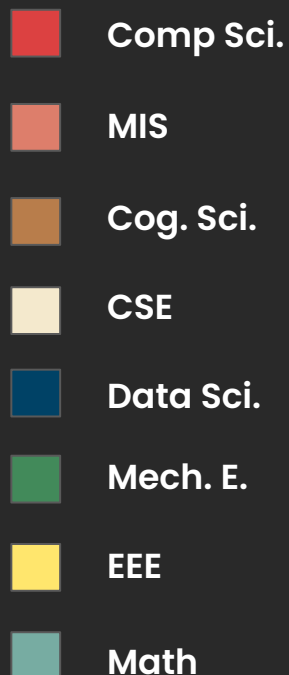


fig . 3 – Gender

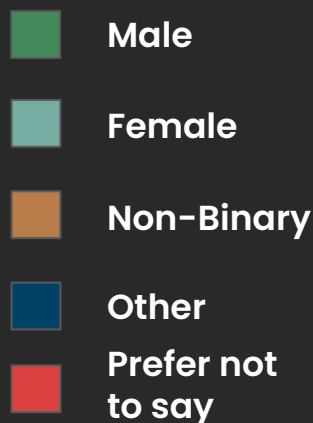


fig . 6 – How they found us

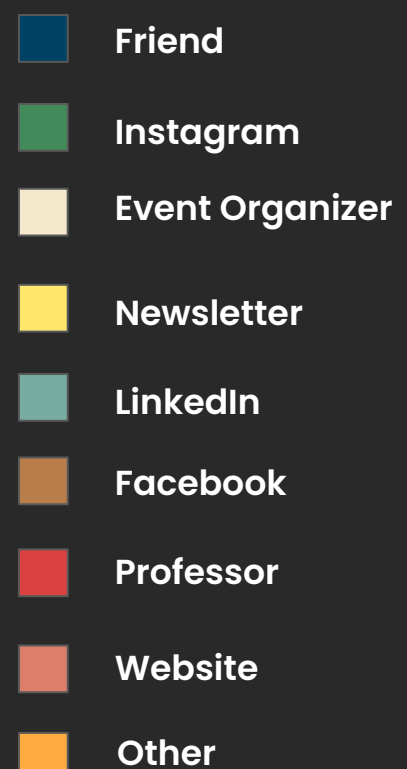
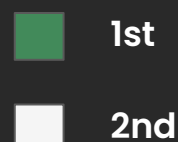


fig . 4 – Had fun?



fig . 5 – 1st time Hacker?



ABOUT UGAHacks

University Hackathons 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, UGAHacks. 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. By partnering with strong corporate sponsors, UGAHacks can also provide hackers networking and recruitment opportunities from some of the most competitive companies in the industry. We are proud to say our most recent hackathon, UGAHacks 7, developed from past events with:

girl power!

27.5%

FEMALE-IDENTIFYING
HACKERS COMPETING

*along w/ attendance,
our highest ever!*

76

PROJECTS SUBMITTED

*7% better than industry
at hosting virtual events!*

4.57K

WEBSITE IMPRESSIONS



*7th year of being a
member event!*