

hackUMBC



Sponsorship Packet
October 29-31, 2021

UMBC
AN HONORS UNIVERSITY IN MARYLAND

All funds raised will be administered by the UMBC Foundation, Inc., for the benefit of hackUMBC.

About hackUMBC

The University of Maryland, Baltimore County's (UMBC) 36-hour tech innovation marathon where students across the nation collaborate on new ideas to build mobile-, web- and AI-based projects. hackUMBC invites diverse groups of students to enjoy a virtual weekend of hacking, workshops, tech talks, networking and other fun activities. At the end of 36 hours, participants' projects are presented and judged for different prize categories from sponsors and other organizations. A hackathon wouldn't be the same without the innovative ideas and technology our sponsors bring, and we'd be beyond excited to have you join us this coming October!

Last year, we hosted

600+

participants!

Why hackUMBC?

Meet-

Resumes are two-dimensional (literally). Interviews give only a small snapshot of an individual's abilities. By watching a project evolve over a hackathon, you can get a much better picture of a candidate.

Recruit-

Reach out to future customers, leaders and innovators. Collaborate with students on a more intimate level at our comfortably mid-sized hackathon. Whether you're looking for brand awareness, technical expertise or personal development, you'll find it here—with 600 motivated hackers and dozens of skilled mentors.

Test-

Give your API or product a test run before sending it out into the world. Show off a great framework or platform before it hits the market. Students will eagerly push your product to its limits, as well as offer suggestions on it and look to you for support.

Sponsor Levels

	BRONZE	SILVER	GOLD	DIAMOND
	\$500	\$1,000	\$2,500	\$5,000+
Email blasts				
Resumes		After	Before	Before
Logo branding	Small	Medium	Large	Title
Social media				
Company prizes		Presented at closing	Presented at closing	Keynote prize
Tech talks	1, Virtual	2, Virtual	2, Option of In-Person* (maybe Virtual/In-Person*)	3+, Option of In-Person* (maybe Virtual/In-Person*)
Opening Ceremony		One minute	Three minutes	Five minutes
Mentors			Extra support for mentors	Extra support for mentors
Virtual booths			Dedicated space	Dedicated space
Swag bag	Contact team@hackumbc.org about delivering merchandise			

COVID-19 Accommodations

Due to the health protocol and safety concerns, hackUMBC will continue to remain virtual for our Fall 2021 event. This ensures that we will engage and enable collegiate students from across the country to be a part of the event. However, as our university starts to re-open, we are currently working to bring together our local community and add an in-person element to hackUMBC. Current expectations for the fall hackathon will involve a hackerspace of up to 50 individuals in a socially distanced environment on UMBC's campus. We are working to have this area open for the full 36 hour duration, monitoring students as they arrive to ensure that we are abiding to protocol and not endangering the health of any particular individual. It is to be expected that all individuals in this area will be vaccinated students from UMBC. More importantly, we are currently in talks with the administration team to determine how our sponsors can be a part of the in-person hackerspace.

Workshops-

As the moment, we are aiming to host workshops from our hackerspace and provide the option to livestream to our broader virtual audience. If given permission to invite individuals outside of UMBC, sponsors are able to be a part of this in-person workshop experience. Students will select time slots of different workshops to attend, and priority for attendees will be given on a first come, first served basis. If possible, Gold and Diamond sponsors will be provided this opportunity first.

Sponsor Booths-

It is unlikely that we will be able to provide in-person sponsor booths throughout the duration of the event. All sponsors will be given a virtual space on our Discord server, along with a private voice channel that will be open throughout the duration of the event and will serve as a virtual booth. If requested, sponsors are encouraged to provide flyers, pamphlets and other documents that we will be able to pin to the respective virtual booth, and share with students in-person in the dedicated hackerspace.

Interview Rooms-

On request, similar to workshops, we will work to book a space on campus to host in-person interviews. However, this will be limited to students from the UMBC Community. *Please notify our team in advance to reserve a room.*