

DRAGONHACKS

SCORE:

2019



Drexel **IEEE**
UNIVERSITY





DragonHacks 2019 Sponsorship



Event Information

Date: January 2019

Location: Drexel University, Philadelphia, PA

Website: www.dragonhacks.io

Contact: teamDragonHacks@gmail.com

What Makes DragonHacks Different?

We are bringing together 400+ of the technological world's most creative and passionate students to Drexel University in Philadelphia, PA for the annual edition of DragonHacks – 24 hours of software and hardware hacks to create ground breaking new products from scratch in one weekend!

DragonHacks 2019 is special as we plan to have the unique theme of retro gaming for it. It is going to involve the classic consoles, fun competitions and intense tasks following the theme. This hackathon will also have a lot of focus on the use of hardware along with software. Unlike most of the hackathons, the projects at DragonHacks 2019 will be judged over a couple of rounds on a bunch of factors with points given for different sections like innovation, feasibility, creativity and usefulness, tailoring it down to fair winners at the end.

Why Sponsor?

Ever heard of a start-up being successful without funds and the essential support from the industry? In supporting DragonHacks, your company is giving students the opportunity to explore their technical skills in an exciting and creative event. You are facilitating the entrepreneurial spirit in the students to grow. The event is scheduled to be held in the heart of University City area at the border of two major university campuses- Drexel University & University of Pennsylvania. Imagine

the brightest minds from far and wide coming together to network and collaborate under one roof! Something great is in store for production! Hackathons help inspire young engineers, computer scientists, designers, and anyone interested in technology to be innovative, to gain skills outside those taught in classes. We want to offer this experience to as many interested students as we can, and we cannot do this without your help!

As a Major League Hacking (MLH) sanctioned event, you can have confidence that our event will be successful, organized, and run within a specific code of conduct. MLH is the official student hackathon league, working with more than 15,000 students at over 50 official MLH hackathons in the US, Canada, and UK. MLH works with student organizers, providing mentorship and expertise. We are certain that with MLH's insight about the best practices for running a hackathon, we will put on an outstanding event, making our ideas a reality.

Sponsor Benefits!

Recruiting:

Hackathons give you incomparable access to top technical talents, and DragonHacks is no different in attracting the smartest people around the nation, and even the world, that love to tinker and develop both hardware and software.




















Live Feedback/Adoption on New Products:

























Hackathons also allow real-time observation of potential clients trying out your product. Imagine this as a weekend of high speed and high-quality user/functionality testing. Not only this, if your company is searching for a way to show off your company's technical talent, or just looking to interact with and meet tomorrow's technological leaders, sponsoring DragonHacks is an excellent choice.












Brand Recognition/Exposure:

DragonHacks will give you exposure to a weekend of early adopters, testers, potential customers, or future employees that are interested in trying out new things and innovate on existing technologies.

Sponsor Tiers

RECRUITING	Bronze \$500	Silver \$1000	Gold \$3000	Diamond \$5000
Provide Giveaway / Swag				
Send Mentors / Engineers				
Send Recruiters				
Sponsorship table				
Access to Participant's info				
Access to Resume				

BRANDING / MARKETING	Bronze \$500	Silver \$1000	Gold \$3000	Diamond \$5000
Mention during open and close				
Logo on Website				
Logo on Program				
Logo on T-shirt				
Logo on Email Communication				
Demos and Presentations		3 min.	9 min.	15 min.
Email Blast to Participants				
Keynote Presentation				
Title Sponsors				

OTHERS	Bronze \$500	Silver \$1000	Gold \$3000	Diamond \$5000
Sponsor a Prize				
Lead a Workshop / Tech Talk				
Sponsor a Hardware Lab				
Participate in Judging				

Recruiting Benefits

Providing Giveaway/Swag

Sponsors can provide any kind of swag to the DragonHacks participants. Previously, our sponsors have given out stationary, t-shirts, water bottles etc. with their logos on them.

Send Mentors / Engineers

Sponsors can send in any number of Mentors to DragonHacks. Mentors are usually there to help participants out during the hackathon. Sponsors will need to contact us with the following details about the Mentors that would be present from the company at DragonHacks:

- First Name, Last Name
- Phone Number
- Email

Send Recruiters

Each sponsor can send in 3-4 recruiters who would be stationed at the sponsorship table. The participants would have an opportunity to talk to the recruiters during their breaks/ free time at the sponsorship table.

Sponsorship Table

Sponsors eligible for the sponsorship table will be provided a spot where they can set up with their company swag and marketing material. Recruiters from the company can be stationed at the table to interact with the participants and provide more information about their company.

Access to Participant Information

Access to participant information includes the following information about our DragonHacks participants:

- First Name, Last Name
- School
- Area or Major of Study

The sponsors can use this information to find the participants and get in touch with them for further opportunities.

Access to Resume

Eligible sponsors will be provided with a resume pool, which will contain all the participants' resumes in a folder for their access.

Branding / Marketing Benefits

Mention during open and close

The sponsoring companies would be featured in a presentation by the organizers during our opening and closing ceremonies.

Logo on website

Eligible sponsors will have their logos featured on the official DragonHacks website.

Logo on Program

Eligible sponsors will have their logos featured on the official DragonHacks Program.

Logo on T-shirt

Eligible sponsors will have their logos featured on the official DragonHacks T-shirt given to our participants.

Logo on Email Communication

Eligible sponsors will have their logos featured on the email communication to all our participants and collaborators.

Demos and Presentations

Eligible sponsors will have the opportunity to speak at the opening ceremony for varying time periods depending upon the sponsorship level.

- Silver – 3 minutes
- Gold – 9 minutes
- Diamond – 15 minutes

If the speakers have a PowerPoint presentation to accompany the talk, we would request them to send us the presentation in advance so that we have time to set it up.

Email Blasts to Participants

Sponsors will have the opportunity for an email blast to the participants. They will be provided with a relay address that can be used to send out an email to all the DragonHacks participants.

Keynote Presentation

This can be disregarded as a benefit as it coincides with our Demos and Presentations benefit.

Title Sponsors

Eligible sponsors will be featured and honored on the marketing material related to DragonHacks including flyers, social media posts etc.

Other Benefits

Sponsor a prize

Sponsors will have the opportunity to sponsor a prize for DragonHacks. The prize needs be donated by the sponsoring company and is excluded from the actual sponsorship donation.

Sponsors can create a challenge that can target a particular area such as environment conservation, volunteering etc. Teams that satisfy the challenge requirements will then be eligible for the prize. Sponsoring

companies can also sponsor an already existing category such as Best Hack or Most Environmentally Friendly Hack.

Lead a Workshop / Tech Talk

Eligible sponsors will have the opportunity to lead a workshop or a Tech Talk for a duration of 60-90 minutes. The sponsors will need to provide the following information before the event –

- Topic of the Workshop/ Tech Talk
- Length of the workshop
- PowerPoint Presentation as an attachment
- Time of the day when the workshop would take place

A room would be provided for the workshop where the presenters can set up and teach the workshop.

Sponsor a Hardware Lab

Sponsors can loan their own hardware that can be used by the participants during the workshop. They can send us the hardware before the start of the event or they can bring it along if they will be present at the event.

Sponsors have the option of checking out the hardware to the participants themselves and collecting it back after the event is over. The sponsors can also hand over the hardware to the DragonHacks organizers who can then manage the distribution and collection of the hardware.

Participate in Judging

Eligible sponsors will have the opportunity to participate in the judging process and help the organizers determine the winners of the hackathon.

Other Forms of Sponsorship

Hardware:

Any kind of hardware that can be used by hackers during the hackathon, such as but not limited to: Arduinos, Tassels, Electronic components, Oculus VRs, and 3D Printers.

Feature Us:

Advertise our event and Drexel IEEE in your newsletters or broadcasts.

Food / Snacks / Drinks:

Full meals, snacks, energy drinks / coffee, etc.

Transportation:

Bus, car share, etc.

Others:

Sleeping bag, air bed, refrigerator, microwave, prizes, etc.

See you soon!