



Shell SHACKS



Sponsorship Packet

ABOUT

What is ShellHacks?

ShellHacks is a hackathon where six hundred students from all around Florida will gather to learn about new technologies, create innovative projects, and share their work with the community.

Students will experience a weekend full of events designed to enhance their knowledge and showcase their skills. As a sponsor, you will have a first-hand look at the creative process and meet the talented minds behind it!

What is the theme?

The theme for ShellHacks is diversity, which will be promoted by engaging students of all backgrounds as they create solutions to the problems facing our global community today.

Miami is a melting pot that's boiling with diversity - one that is right at the heart of FIU. As a university committed to global citizenship, FIU is the ideal place for academia and industry to come together and witness the ingenuity of the brightest minds in our community.

When & Where is ShellHacks?

ShellHacks will take place from Friday, September 14 to Sunday, September 16 for 36 hours. It will be hosted at Florida International University (FIU) in Miami, Florida, right before the school's Fall Career Fair.

The venue for the hackathon is FIU's Tech Station, a state of the art facility featuring open collaborative spaces and high-tech computer labs - the perfect place for students to hack to their heart's content, and for you to see their talents in action!

What happens at ShellHacks?

ShellHacks is a weekend packed with exciting events for students, and opportunities for you to interact with them! From our Opening and Closing Ceremonies, to our Sponsor Fair and Mentor Lounge, there's a variety of ways to engage with talent at FIU.

You can also facilitate technical workshops, host fun activities, hold on-site interviews, judge projects, and more. All this while students hack away at your challenge using your company's technologies.



BENEFITS

Talent Recruitment

- **Meet** top students in computer science and engineering from FIU and other Florida schools
- **Access** information such as resumes, LinkedIn, and GitHub profiles
- **Interact** with students at our Ceremonies, Sponsor Fair, workshops, activities, and more
- **Recruit** at the university awarding the most degrees to minority students in the nation

Product Development

- **Promote** your technologies and services to hundreds of students
- **Propose** a challenge for students to tackle using your technologies
- **Facilitate** workshops to teach students about your technologies and how to use them in their projects
- **Mentor** students as they work on projects using your technologies
- **Evaluate** student projects at our Project Showcase and award the top teams.

Brand Awareness

- **Feature** your brand on our website and social media channels
- **Expose** your brand through our flyers, posters, banners, t-shirts, and more
- **Present** your brand to hundreds of students at our Opening Ceremony
- **Showcase** your brand and distribute promo materials at our Sponsor Fair
- **Spotlight** your brand by sponsoring workshops, activities, and meals

Community Outreach

- **Support** the FIU hacker community through UPE's Hackers Program
- **Host** hackathon prep events and competitions at FIU facilitated by UPE
- **Foster** diversity through UPE's initiatives to support women and minorities in computing
- **Advance** education in computer science through UPE's Programs.
- **Promote** a culture of innovation and excellence at FIU



WYNWOOD WALLS

SPONSORSHIP



Sand Dollar
\$1,000



Scallop
\$3,000



Cone
\$5,000



Conch
\$10,000



Recruitment

Access to LinkedIn & GitHub profiles	●	●	●	Early
Bring recruiters to the event		1	3	∞
Access to resume book			●	Early
Access to interview rooms				●



Event

Sponsor a snack or meal	Snack	Snack	Meal	Snack & Meal
Booth at Sponsor Fair	●		●	●
Bring mentors to the event	1		3	∞
Speak at Opening Ceremony		1 min	2 min	3 min
Present a talk or workshop			30 min	60 min
Host or sponsor an activity			1	2
Present a challenge and prize			●	●
Judge at Project Showcase			●	●
Speak at Closing Ceremony				●



Branding

Social media promotion	●	●	●	●
Logo on site, presentation, t-shirt	●	●	●	●
Distribute promo items	●	●	●	●
Logo on flyers, posters, signs	●	●	●	●
Promo items inside event bags			●	●
Logo on nametag, lanyard, banner				●
Room named after you				●
Speak at Closing Ceremony				●
ShellHacks, co-hosted by YOU (first come, first served)				●

Custom Packages Available

In-Kind Donations Accepted



shellhacks.net | **upe@fiu.edu**