NOVEMBER 12-13, 2022

WHACK

WELLESLEY COLLEGE

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About WHACK

WHACK is a hackathon at Wellesley College, a premier liberal arts historically women's college in the greater Boston area, and alma mater to distinguished leaders like Mary Allen Wilkes, Robin Chase, Nergis Mavalvala, Song Mei-Ling, Madeleine Albright, and Hillary Clinton. True to Wellesley's spirit of empowering underrepresented identities to become tomorrow's leaders, WHACK returns for the tenth time to celebrate its **mission of cultivating a supportive environment** for people of marginalized gender identities who are passionate about technology. After two years of successful, virtual hackathons, we are excited to announce that WHACK will be taking place in person this year and we cannot wait to see you all soon!

Past hackers often mention WHACK's **inclusive, encouraging, and mentorship-oriented environment** as the reason they continued to pursue computer science and related technical fields. Last fall, hackers attended WHACK from over **120 schools** and at least **70% identified as women or non-binary**. For many participants, WHACK was their first hackathon and exposure to tech in a non-academic setting.

This year, we aim to increase our impact by involving more hackers and more mentors than ever before. This fall, we are expecting **200-300 hackers** from schools all across the country to hack with us for **24 hours** at WHACK. As we scale up this semester, we remain committed to maintaining our **1:3 mentor to hacker ratio** and providing a unique experience where hackers and mentors can have meaningful, lasting interactions.

Why Sponsor?

As a sponsor of WHACK, your company would have access to a diverse, enthusiastic, and talented pool of students. Through sponsored prizes, tech talks, workshops, and more, your contribution to WHACK would give you an unparalleled level of interacting with hackers. Here are just a few benefits of sponsorship:

- Send **technical mentors** to advise driven students as they create amazing projects
- Have **creative, innovative minds** experiment with your **products and APIs** that will be incorporated in various projects and problems
- Get access to **resumes and host interviews** with brilliant students at the hackathon
- Strengthen an established community geared towards **increasing diversity** in tech

Please find attached a sponsorship tier list outlining all the different ways your organization can contribute. We'd be happy to answer your questions at **sponsors@wellesleyhacks.org**. We are incredibly excited to see the amazing hacks and relationships that WHACK Fall 2022 will yield, and we sincerely hope that you will choose to be a part of the event.

Cheers,
WHACK Organizing Team
wellesleyhacks.org

Sponsorship Tiers

General

	BRONZE 1.5k	SILVER 3k	GOLD 6k	PLATINUM 10k
Send Engineers and Designers	✓	✓	✓	✓
Sponsor Food	snack	snack	snack	snack
Host Workshop		30 min	1 hr	1 hr
Host Product or API Demo			✓	✓
Participate in Judging			✓	✓
15 min. speech in opening or closing				✓

Branding

	BRONZE 1.5k	SILVER 3k	GOLD 6k	PLATINUM 10k
Shoutout in opening or closing	✓	✓	✓	✓
Logo on website	small	medium	large	xl
Logo on t-shirt		small	medium	large
Swag in event swag bags	✓	✓	✓	✓
Sponsor company prize		✓	✓	✓

Recruiting

	BRONZE 1.5k	SILVER 3k	GOLD 6k	PLATINUM 10k
Sponsor table	1/2 table	1/2 table	1 table	2 tables
Distribute recruiting material	✓	✓	✓	✓
Send emails to hackers		✓	✓	✓
Information session		✓	✓	✓
Participant resume book			✓	✓
Conduct on-site interviews			✓	✓
Exclusive networking event				✓

More Information

• **Send engineers/designers:** These are separate from the representatives at the sponsor table and can help mentor hackers with technological challenges or to clarify their company's tech challenge. These mentors get to interact with hackers throughout the hacking event and enjoy early access to meals. *(All tiers)*

• **Host workshop:** We will provide a space where representatives of your company may hold a workshop on any appropriate topic of their choosing (it does not have to be technical in nature). *(Silver tier and above)*

• **Host product/API demo:** Representatives of your company may hold a product/API demonstration at the hackathon anytime after the opening ceremony and before the closing ceremony. *(Gold and Platinum tier)*

• **Shoutout in opening/closing:** The hackathon directors will mention your company and also show your company logo during the opening and closing ceremony. *(All tiers)*

• **Sponsor food/activity:** During the hackathon, we will provide snacks and meals to attendees as well as break activities where they can win additional prizes. In the past, we've had events like poker tournaments, inflatable costume giant beach ball soccer, and Smash Ultimate tournaments. Your contribution helps sponsor the food and activities and make the event more enjoyable for all attendees. *(All tiers)*

• **Logo on website:** Our official hackathon website (wellesleyhacks.org) will display your company's logo in the sponsors section. *(All tiers)*

• **Logo on t-shirt:** Our event t-shirts (which all attendees get for free) will feature your company logo on the back of the shirt. *(Silver tier and above)*

• **Swag** (in event swag bags): Your company can send in swag that you would like to be distributed to hackers in the event swag bag that each hacker receives after the hackathon. This is separate from swag that representatives may bring to the sponsor table for hackers to freely take during the event. *(All tiers)*

• **Sponsor company prize:** Your company can pose a challenge for the hackers, sponsor the prizes distributed for the winning hacker(s), and your sponsor representatives will have the power to judge entries and choose a winner. *(Silver tier and above)*

More Information

• **Participate in judging:** For general challenges (i.e. not other company sponsored ones), the representatives of your company can also vote on who wins (in addition to our WHACK judges). *(Gold and Platinum tier)*

• **15 min speech in opening or closing:** Choose either the opening or closing ceremony to have your company representatives talk about any company or hackathon related topic. *(Platinum tier)*

• **Sponsor Table:** A company is allowed to send two representatives per table to interact with hackers (note: these are separate from the engineer/designer mentors). *(All tiers)*

• **Distribute recruiting material:** At the sponsor table, representatives may hand out brochures, cards, flyers, etc. or swag such as stickers, pens, t-shirts to attract hackers to apply to your company *(All tiers)*

• **Information session:** The representatives may hold an information session (up to 30min) on any topic related to your company. For example: what your company does, what makes your company culture special, how to apply (and who's eligible) for certain positions, etc. *(Silver tier and above)*

• **Send emails to hackers:** Your company will receive access to the email list of attendees and may use the list to send hackers information related to hackathons or recruiting if your company wishes to do so (the attendees consent to this communication when they apply/register for our hackathon and provide their email). *(Silver tier and above)*

• **Participant resume book:** Attendees will submit their resume when they apply/register for our hackathon. We will compile them into one booklet and your representatives will receive a digital copy of all the resumes of those present one week prior to the event. Unfortunately, hackers who have not registered/applied by then will not be represented in the first resume book. However, we can send a second resume book if there are a significant number of registrants after the first resume book was sent. *(Gold and Platinum tiers)*

• **Conduct on-site interviews**: We will provide a private space where your company may have representatives interview selected candidates at the event at a mutually agreed on time (can be during hacking hours if both sides are in agreement). *(Platinum tier)*