



Hack Western 11

SPONSORSHIP PACKAGE



EVENT OVERVIEW

 November 29, 2024 - December 1, 2024

 Western University



A Weekend of Innovation

36 hours, 350+ students, and 11 years standing.

Hack Western is one of Canada's largest student-run hackathons and serves as a thriving community that ignites North America's brightest students and ideas. Over the weekend, students collaborate in teams of up to four to build web, mobile, and hardware projects that tackle real-world challenges. Hack Western creates an environment where technological curiosity drives real-world innovation and each student is equipped with the tools, education, and relationships needed to build their ideas.

Your support will help us immensely in increasing accessibility to opportunities for students, as well as provide the necessary mentorship and resources to inspire the next generation of tech leaders. We are excited to foster meaningful connections between sponsors and students—because we've seen firsthand how transformative experiences like Hack Western can be.



SPONSORSHIP OVERVIEW

Creating the Future of Technology Together

Why Sponsor?

Technology is leveraged in unique ways at every company and we want to help showcase it. We are committed to connecting you with emerging top talent and new perspectives to thrive in a rapidly changing digital age. Hack Western brings together the thriving entrepreneurial and technology community at Western University and beyond.

Western ranks

#3 for entrepreneurship in Canada.

Western-founded and Western-run companies

raised **\$2.3 billion** in 2022

— more than any other university in Ontario.

Together, we can expand your company's reach and influence in the technology space, connecting you directly with the next generation of digital innovators.





SPONSORSHIP TIERS

	Bronze (\$1000)	Silver (\$2000)	Gold (\$3500)	Diamond (\$8000)
Recruiting				
Sponsor Booth	●	●	●	●
Mentors	●	●	●	●
Access to Student Resumes & Profiles	●	●	●	●
Available Time for Scheduled Coffee Chats		2 hr.	3 hr.	4 hr.
Onsite Interviews			●	●
Engagement				
Custom API/Prize	●	●	●	
Workshop/Event During Hackathon			1	2
Stage Time at Opening Ceremonies			3 min.	5 min.
Finals Judging				●
Exposure				
Social Media Shoutout	●	●	●	●
Logo on Website	●	●	●	●
Newsletter to Mailing List		Opportunities	Feature	Spotlight

Looking to mix and match tiers or to support us in a different way? Let's get in touch!



SPONSORSHIP PERKS



Recruit

Hack Western hosts top talent from across North America who come from a breadth of backgrounds and experiences. Sponsors can engage directly with a diverse pool of students through interactive coffee chats, sponsor booths, and workshops, while gaining access to a curated selection of resumes and profiles—helping you identify and connect with future leaders in tech.



Showcase

Highlight your company's departments, projects and technologies in an interactive way. It is an opportunity to receive live product feedback, explore different use cases, and facilitate deeper conversations around your company's work.



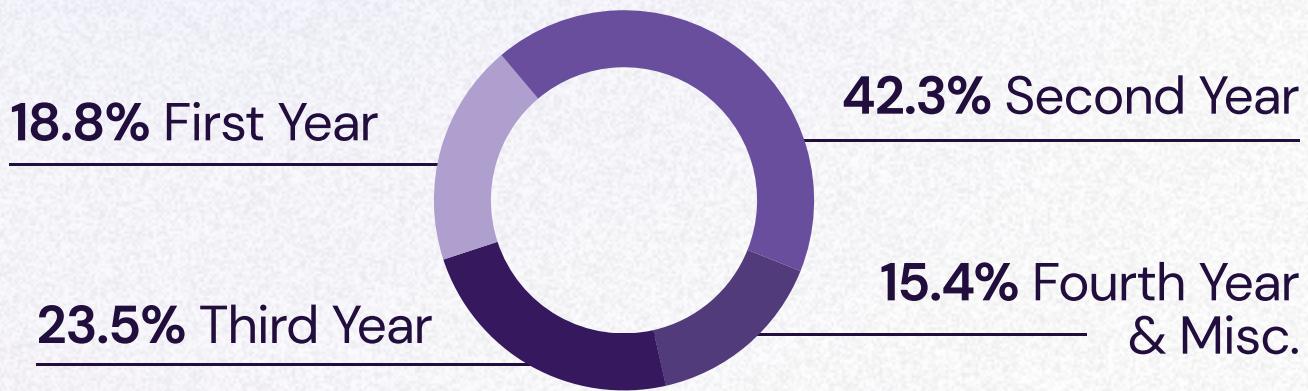
Inspire and Be Inspired

Empower the next generation of tech leaders to tackle complex challenges and witness their remarkable innovations unfold at Hack Western, all within just 36 hours.



70
projects submitted **353**
total participants

Participant Statistics



School

49.8% Western, Windsor, Fanshawe
30.9% Waterloo, Guelph, Laurier
9.2% Other Schools

Program

48.9% Computer Science
22.1% Software Engineering
14.7% Other Engineering
7.3% Sciences & Math
5.8% Other

Gender

49.5% Male
46.8% Female
3.7% Other Gender Identities



SPONSORSHIP OVERVIEW

Past Sponsors

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accenture  **Sun Life** **Deloitte.**   **UNIVERSE**

CGI 1517   

CPP Investments  Canada Revenue Agency **futurfund**  **Libro** CREDIT UNION

co:here **P&G** / **Autodata**  Digital Boundary Group

 **Western** Morrisette Institute for Entrepreneurship   **Bell** 

 **IMC** **VOLLEY**  **echoAR** 

 **ROGERS**   

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Message From The Co-Directors

Thank you for your interest in Hack Western 11! Your support forms the foundation upon which this event thrives, transforming it from another event into a profound experience. Each year, we strive not only to expand our reach but also to deepen our impact, and it's through the generous backing of companies like yours that we can achieve this vision.

Our mission is about forging long-lasting connections with innovative, inclusive, and committed sponsors such as yourselves to empower a community where creativity flourishes and possibilities are boundless. This year, we hope to provide more opportunities for you to engage with top student talent and foster a learning environment fuelled by curiosity and drive. Our team has seen how much of an impact sponsors have played in cultivating the next generation of technology leaders at our event and we genuinely believe your support is integral in igniting the dreams, passions, and ambitions for so many.

Again, our entire team and all the students that your support will impact, extend our heartfelt gratitude for your consideration. We look forward to our partnership in creating an invaluable experience and shaping the future of technology together!

Cynthia Li

Co-Director

cynthia@hackwestern.com



Dennis Zhang

Co-Director

dennis@hackwestern.com





Interested in sponsorship?

✉️ hello@hackwestern.com