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To Bloomberg Inc,
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[bloomberg.com](https://www.bloomberg.com)

Dear representatives of Bloomberg,

On August 27-28, 2022 (dates are subject to change), Nazarbayev University Association for Computing Machinery Student Chapter (**NU ACM SC**) and Nazarbayev University Research and Innovation System (NURIS) are organizing the **fifth annual International Hackathon**, which will be held in **hybrid mode at Nazarbayev University**.

Hackathon is a 36-hour programming marathon, during which specialists from different areas of software engineering and development (programmers, designers, managers) work together to solve various problems. In the past years, tasks and prizes were provided by such leading international companies as **Google Inc., Facebook Inc., Microsoft, EPAM, Ernst & Young**, and Kazakhstani technical companies as **BTS-Digital, ChocoFamily, CAICA, Kolesa | Krisha | Market, and ZeroToOneLabs**. The experience from the past Hackathons (HackNU 2017, HackNU 2018, HackNU 2019, HackNU 2021) shows that the participation of these companies, as well as the presence of collateral benefits (valuable experience, the expansion of the professional community, prospects for cooperation with partner companies), annually attracts the most talented and ambitious youth of Kazakhstan to our Hackathons. This year, **Facebook Inc.** the world's leading technology corporation, has already agreed to become an official sponsor of **HackNU 2022**.

Our event directly supports the global goals of the exploration and development of talented youth and the promotion of STEM in the countries of Central Asia . Moreover, we are planning to actively impose gender balance policies on participating teams, thus tackling the underrepresentation of women and girls in STEM-related awards and competitions. We believe that HackNU 2022 is a great possibility to support ambitious young people and contribute to STEM education in Kazakhstan.

The budget of the Hackathon is **7 000 USD**. It is expected that part of the costs will be covered by support from Nazarbayev University, state funds, advertising services, etc. Another part of the cost is expected to be covered by the sponsors, who are offered three packages for participation: **General Sponsor, Official Sponsor, Partner, and Supporter of the Hackathon**

- **General Sponsor** - covers more than 60% of the expenses of the Hackathon. May provide tasks and prizes to the winners (60% out of 7 000 USD \approx 4 200 USD);
- **Official sponsor** - covers some of the costs and provides tasks and prizes to the winners (min. 30% out of 7 000 USD \approx min. 2 100 USD);
- **Partner** - provides tasks and prizes to the winners (min. 10% out of 7 000 USD \approx min. 700 USD);
- **Supporter** - does not provide tasks and prizes, and covers the part of the expenses (minimum of 500 USD).

We will be grateful and we welcome any of your help and cooperation in conducting HackNU 2022. In addition to advertising in the media channels of our student organizations (that cumulatively have around 5000 daily views), and creating a positive image among the participants and guests of the event, we also provide our sponsors with the opportunity to cooperate with the impressive and talented participants of the Hackathon.

With respect and hope for fruitful cooperation,

Nazarbayev University ACM SC.

Signature of NU ACM SC Chair

Malika Azamat



Signature of NU ACM SC Vice-Chair

Amina Alen

