



SPONSORSHIP OPPORTUNITIES

2021

01



ABOUT WINHACKS



In 2019, a small group of students began to plan the University of Windsor's first ever hackathon, and the Windsor region's second MLH event. By March the next year, their ambitions had led them further than they ever expected, overcoming massive challenges to host one of the most successful tech events in #YQG.

WinHacks 2020 laid the groundwork for digital hackathons worldwide by pivoting to an innovative virtual model in just two weeks. Challenges focused on mobility, cybersecurity, new tech like blockchain, entrepreneurship, health, and more.

This year's event will feature similar themes, challenges, and goals, while once again breaking new ground for digital events. WinHacks 2021 isn't following the tried and true format - it's taking things a step further with pre-event content, better networking and recruitment opportunities, a plan to support hackers after the event with strong project follow-through and a commitment to a better way to find the mold breakers of tomorrow.

OUR MISSION

The goal is simple - to support our reign, to develop talent, to encourage students to shoot for the moon, and to connect our community through even the toughest times. We're ready to show off what students in southwestern Ontario can do... are you ready to find out?

SUCCESS IN 2020



A summary of last year's achievements

400

Participants

40+

Volunteers

77

Submissions

\$17,000

Given Away In Prizes

18

Challenges



In 2020, WinHacks set the standard for what virtual hackathons could look like. Our team pivoted from in person to fully virtual in less than two weeks - while still surpassing projections for attendance, hacker satisfaction & engagement, and more.

SUCCESS IN 2021

We're excited to build on the foundation laid down in 2020 and innovate yet again. This years WinHacks will feature a completely new format, with:

50% & **20%**
More Participants More Submissions

Through a comprehensive overhaul of our engagement strategy. Additionally, we're looking forward to **higher quality submissions** and **better project follow-through** due to a detailed team formation and support plan we've developed.



Key Opportunities

- Pre-event sessions offer hackers more content
- Breakout sessions allow for 1-on-1 connections
- Networking events encourage more engagement
- Digital swag introduces students to new products
- More projects submissions through more support
- Plans for better project follow-through



SPONSOR TIERS



BRANDING

	\$10,000	\$7,500	\$5,000	\$1,000
Your logo on our website	●	●	●	●
Shout-out on our social media	●	●	●	●
Distribute promo material in our discord server	●	●	●	
Distribute digital swag to hackers	●	●	●	●
Dedicated virtual booth and voice channel	●	●		
Post a direct announcement to hackers with your content	●			

CONTENT

Sponsor pre-event team formation	●	●	●	
Host a pre-event workshop or talk	●	●	●	
Host an event workshop, talk or demo	●	●		
Host an event breakout session exclusive to hackers	●			

CHALLENGES

Sponsor and name a single prize	●	●	●	●
Submit a challenge and sponsor the associated prize	●	●	●	●
Send mentors, judges or organization representatives	●	●	●	

RECRUITMENT

Send recruiters and distribute material or postings	●	●		
Host a branded networking session or mini event	●	●	●	
Host a private recruiting or interview breakout room	●			

Looking for the perfect combination of sponsorship opportunities? Interested in learning more about supporting WinHacks?

GET IN TOUCH: SPONSORSHIP@WINHACKS.CA