



HACK CLUB



SPONSOR PROSPECTUS

Hong Kong • 15-16 March, 2025



Dear Potential Partner,

This March, we are running a 2-day hackathon called Scrapyard in Hong Kong. Scrapyard is a global hackathon organized by high schoolers, and distributed events will run in 100+ cities worldwide on the weekend of March 15th. It is a hackathon with a "scrappy" theme of unusual inventions.

Scrapyard is a part of Hack Club, a 501(c)(3) non-profit organization that empowers 45,000+ teenagers around the world to code through a network of coding clubs and events. Hack Club has run and supported countless hackathons, including an overnight hackathon in San Francisco, a Game Jam across 50 cities, a hackathon on a Train from Vermont to Los Angeles, and much more!

Scrapyard is brought to you by the hosts of previous successful hackathons & game jams such as Counterspell Hong Kong,  ESF Computing Conference, and CodeHers Hong Kong.



I feel it was the perfect competition for both beginners looking to enter the scene as well as veterans who were looking to take their craft to the next level.

Theodore, Counterspell HK



Our Mission

Our mission is to inspire the next generation of makers worldwide by introducing them to electronics and programming in a fun, low-stakes environment. Attendees will work in teams to build projects and advance their creativity, collaboration, and innovation skills. For Hack Club, hacking means problem-solving, innovating, and creating incredible projects and friendships. The Hack Club community is made up of makers brought together through their shared passion for creating. Hackathons connect creators, and our organizing team would not have met if it weren't for hackathons run by Hack Club!

The Scrapyard Hackathon is a 2-day event centered around inventing things from unusual components, we believe that the ideal hackathon experience consists of the following:

40%

Developing creative inventions

30%

Workshops and side events

30%

Interacting with sponsors



Why Sponsor?

Inspire the next generation of inventors to revolutionize the tech industry.

Foster meaningful relationships with talented young developers from Hong Kong.

Promote your product by providing guidance and incentives to future adopters.

Our Past Sponsors Include:



Counterspell Hong Kong interviewed and publicized by SCMP published in Feb.



Sponsor Perks

All values are in HKD, Perks are negotiable

Tier	In Kind	Silver	Gold	Partner	Title Sponsor
Perks		\$1,000+	\$5,000+	\$12,000+	Largest Grant
General	Swag + Prizes	✓	✓	✓	✓
	Send Mentors	✓	✓	✓	✓
	Workshop/Event	✓	✓	✓	✓
	Sponsor Table		✓	✓	✓
	Sponsor Prize			✓	✓
Recruiting	Advertising Materials		✓	✓	✓
	Streaming Ads			✓	✓
	Opening Speech			5 mins	10 mins
Branding	Logo on Website	✓	✓	✓	Titled
	Opening Slides		✓	✓	Titled
	Logo on Signage			✓	Titled
	Branded Challenge			✓	Titled
	Branded Merch			✓	Titled

Sponsor Table - An exhibition style table to advertise your product or company.

Prize Category - Present a sponsored prize award.

Advertising Materials - Distribute company brochures, flyers, or other promotional items.

Streaming Ads - Brief promotional spots, similar to Spotify ads between songs, featuring your company's information.

Branded Challenge - Create and sponsor a themed coding challenge.

Title Sponsor Exclusive: Titled branding across all categories, giving maximum visibility and recognition as the primary sponsor of the event.

We were impressed by the creativity and enthusiasm of the young makers at Counterspell, and supporting this event aligns perfectly with our commitment to nurturing local tech talent and innovation.

Maya Yan, Past Gold Sponsor, Counterspell HK



Empower Tomorrow's Innovators, Today.

Scrapyard is not your traditional hackathon. In a landscape where many Hong Kong hackathons have become increasingly commercialized, we're bringing the focus back to creativity, fun, and genuine innovation.

75%

Hackathons organized to promote a specific product

25%

Hackathons in Hong Kong.

By partnering with Scrapyard, you're not just sponsoring an event - you're investing in potential. You're providing the spark that could ignite the next big idea, the next world-changing innovation.

Will you join us in this mission? Will you stand with us as we empower the next generation of tech leaders? Your partnership could be the key that unlocks a world of possibilities.

The future is waiting. Are you ready to help shape it?

Scrapyard Hong Kong

Anson Chung Dhairya Shah Valentina Banner
Alex Climie Kevin Wang Rufus Lee Linus Choi
Madelyn Lee Hadrian Lau Aelita Chan

"The best way to predict the future is to create it." - Alan Kay

