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# HACK THE BIAS

## Sponsorship Package



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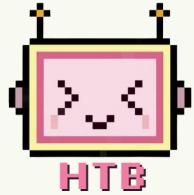
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# About Us

Hack the Bias is an initiative by Robogals UCalgary, a long-standing club and one of over 30 global chapters of the international Robogals organization. Robogals is dedicated to inspiring, empowering, and educating those traditionally underrepresented in STEM, encouraging early engagement through hands-on learning and mentorship. Building on this mission, Hack the Bias aims to cultivate creative, tech-driven solutions to address issues of systemic bias and foster a more inclusive future. In previous years, we have proudly partnered with industry leaders such as KPMG, Cenovus Energy, and the City of Calgary, whose support has been instrumental in driving the event's success.

## Mission

Our hackathon centers on the powerful theme of using innovative technology to solve systemic issues.

This event challenges participants to harness creativity and cutting-edge tools to develop solutions that address deep-rooted social challenges such as systemic bias, inequality, and barriers to inclusion.

## Vision

Building on the great turnout and success from last year's edition, we're excited to host an extended 36-hour hackathon from January 16 to 18, providing participants with more time to collaborate, ideate, and prototype impactful projects.

This year, we plan on providing dedicated sponsor booths and networking times throughout the event, giving sponsors a unique opportunity to engage directly with participants, showcase their brand, and build meaningful connections.



# Why Sponsor Us?

## 1 Top Diverse Talent

Our hackathon attracts a highly motivated and diverse group of university students, with varying educational experiences and individual strengths. By sponsoring, you gain early access to a pool of innovative thinkers and future leaders, making it an excellent opportunity for recruitment and brand visibility within an inclusive tech community.



## 2 Amplify Your Brand

Engage directly with participants, mentors, and industry leaders through speaking opportunities, branded challenges, and booths. This visibility positions your organization at the forefront of a vibrant and rapidly expanding network of tech innovators passionate about impactful change.

## 3

## Showcase Your Commitment to Social Impact

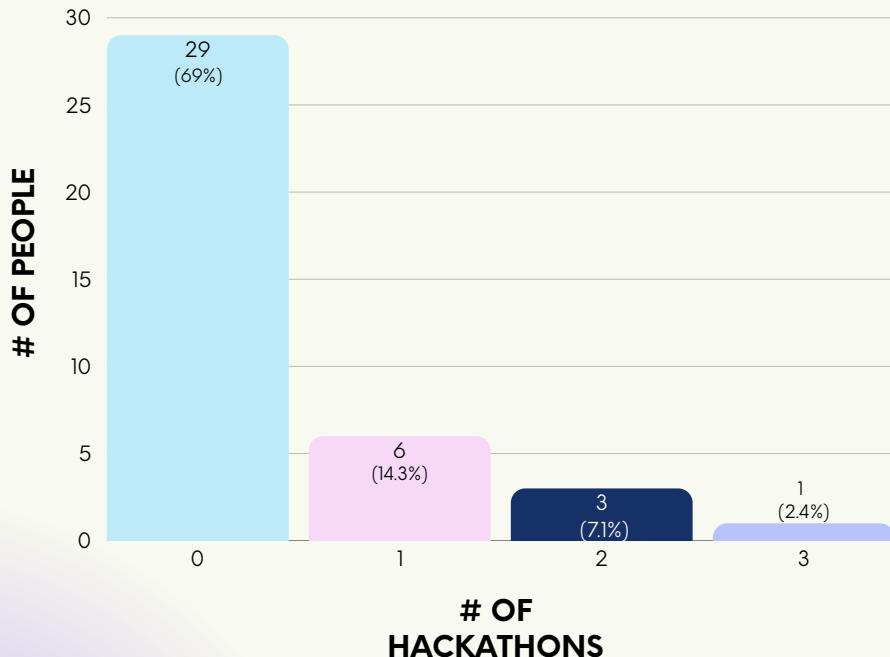
Your sponsorship highlights your role as a socially responsible leader dedicated to fostering innovation that drives real-world change. Your brand will be prominently featured throughout the event, reinforcing your commitment to creating equitable opportunities and solutions for marginalized communities.





# 2025 Demographics

## How Many Hackathons Have You Competed in Before?



● Grade 10   ● Grade 11   ● Grade 12  
● 1st Year University  
● 2nd Year University or Higher



- **69%** OF PEOPLE WERE FIRST-TIME HACKERS. WE'RE INTRODUCING A **NEW GENERATION** TO TECH INNOVATION.
- HIGH POTENTIAL FOR SPONSOR BRAND VISIBILITY AMONG FIRST-TIME PARTICIPANTS EAGER TO EXPLORE.
- OPPORTUNITY TO SHAPE THE FUTURE OF YOUNG TALENT EARLY IN THEIR JOURNEY.
- WE **BRIDGE THE GAP** BETWEEN YOUNG STUDENTS AND TECH BY PROVIDING **EARLY ACCESS** TO REAL-WORLD CODING EXPERIENCES FOR HIGH SCHOOLERS, HELPING THEM BUILD CONFIDENCE AND EXPLORE STEM PATHWAYS.
- WHETHER STUDENTS ARE IN GRADE 10 OR FIRST-YEAR UNIVERSITY, OUR HACKATHON CREATES **EQUAL OPPORTUNITY** TO LEARN, BUILD, AND SHOWCASE TALENT, NO EXPERIENCE REQUIRED!



# Tier Table

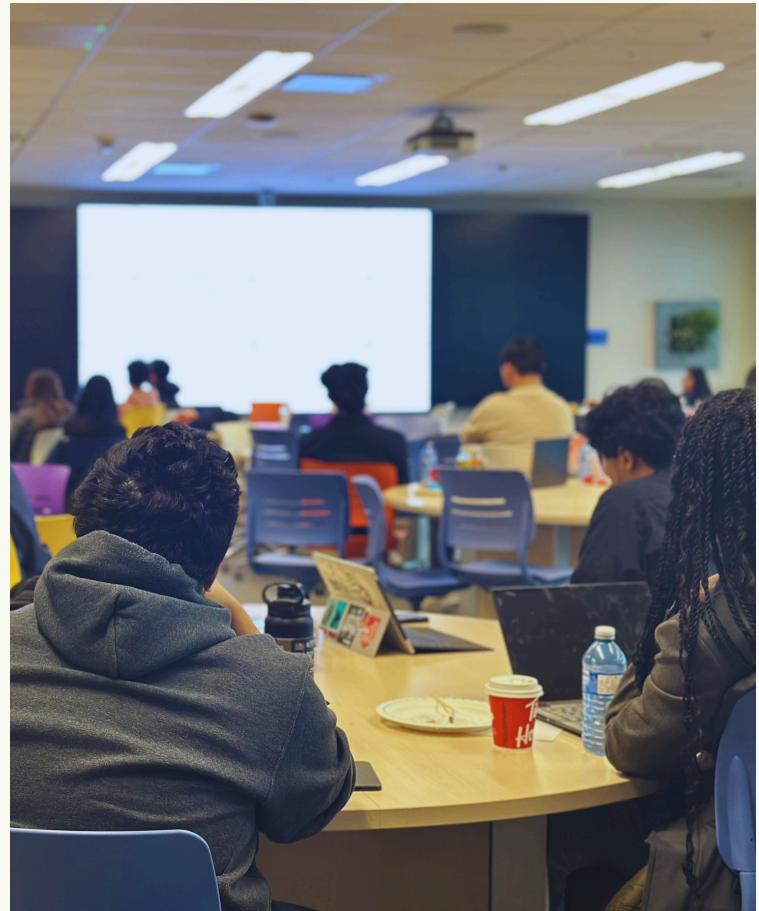
	Visionary	Trailblazer	Maverick	Advocate
<b>Contribution</b>	\$5,000+	\$2,500–\$4,999	\$1,000–\$2,499	\$500–\$999
<b>Logo Placement</b>	Exclusive Hero Placement on All Media	All Media (large + top-tier)	All Media (prominent)	Website + Banner (small)
<b>Social Media Shoutouts</b>	Featured Story + Series, Individual Post	Featured Story and Individual Post	Dedicated + Group Posts	Group Post
<b>Speaking Opportunity</b>	Keynote, Opening + Closing Remarks	Opening + Closing Remarks	Opening Remarks	-
<b>Booth/Table at Event</b>	Premium + Custom Setup	Premium Booth	Table	Table
<b>Access to Resumes</b>	Full Access	Priority Access	-	-
<b>Custom Challenge</b>	✓	✓	✓	✓
<b>Judging Opportunity</b>	✓	✓	✓	-
<b>Sponsored Prize Presentation</b>	✓	-	-	-



# Where Your Support Goes

Your sponsorship *directly* fuels the success of Hack the Bias. Funds are allocated to cover essential event logistics such as venue booking and internal operations, while another significant portion goes toward creating an unforgettable experience for participants. This includes engaging educational workshops, fun activities, high-quality meals, impactful marketing, and exciting prizes.

To promote equity and accessibility, we are designing multiple tracks tailored to different experience levels. This ensures that both beginners and advanced hackers feel supported, challenged, and empowered. Your support helps us build an inclusive, inspiring environment where innovation thrives for everyone.





# Contact & Next Steps

THANK YOU  
for considering a partnership with Hack the Bias!

We look forward to collaborating with you and  
shaping a more inclusive future!

If you're ready to join us or have any questions,  
we'd love to hear from you!

Please feel free to reach out to us at  
**[partnerships@hackthebias.dev](mailto:partnerships@hackthebias.dev)**.





# Thank You