

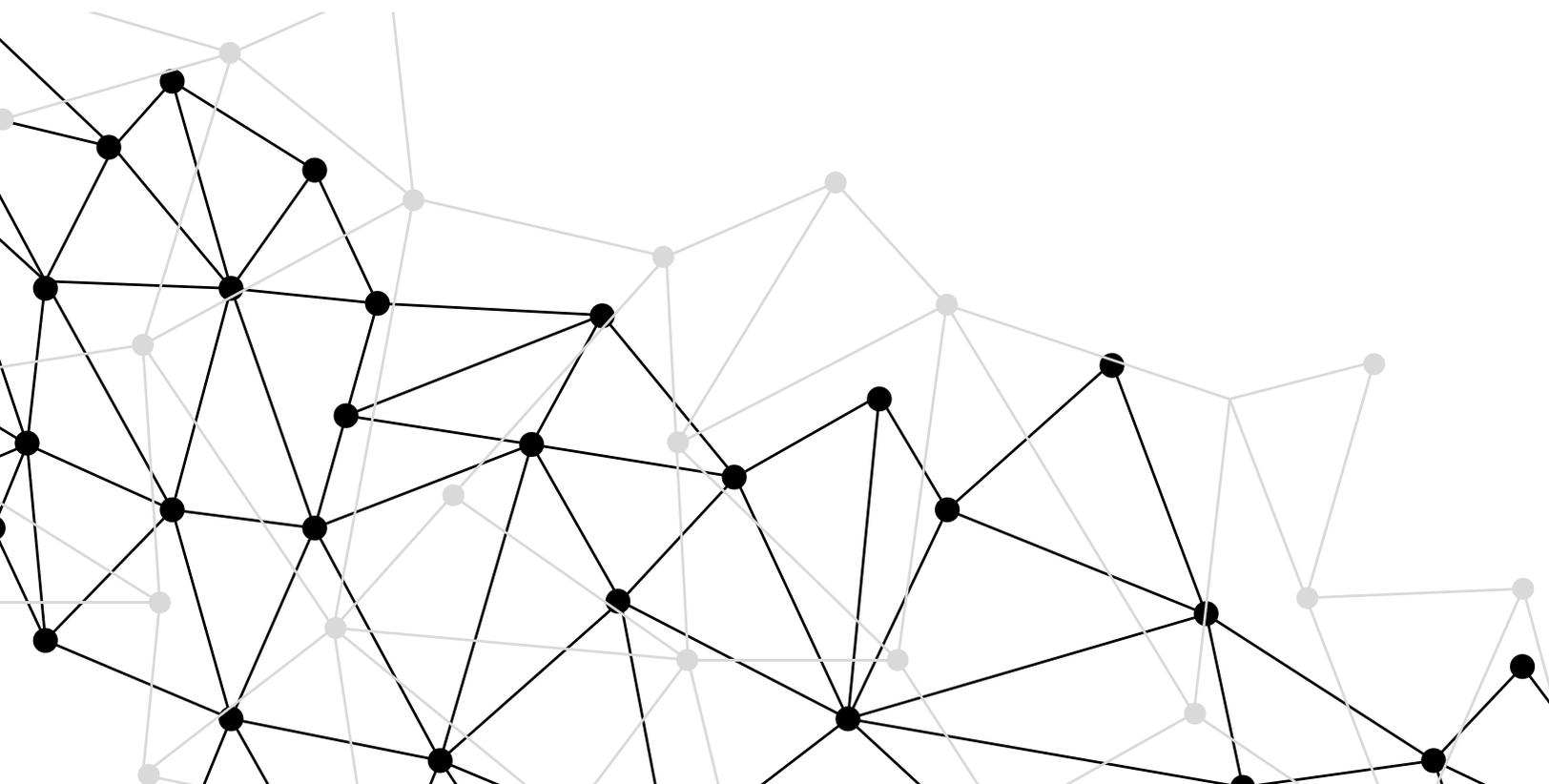
HACK THE HAMMER

Sponsorship Package

3-4 February, 2018

Mcmaster Innovation Park
Hamilton, ON

sponsorship@hackthehammer.com



What is Hack the Hammer?

Hack the Hammer will be Hamilton's first, overnight, 24 hour hackathon targeted specifically to high school students. It aims to provide students in the City of Hamilton, the Greater Toronto Area and the rest of Ontario with opportunities in the field of technology. On February 3rd to 4th, we're bringing together over 140 of the brightest minds in the region for a weekend of creativity, innovation, collaboration and rapid learning. Participants ("hackers") will get the entire 24 hours to invent and build a software or hardware project, and then show it off to a panel of judges as well as their fellow hackers.

As a high school hackathon, our aim is to inspire more high school students to explore innovative careers in technology. Your company can help us show them what it is all about.

Why Sponsor Hack the Hammer?

Connect with young computer scientists: For many participants, Hack the Hammer will be their first hackathon, a special and unforgettable experience. This is a unique opportunity for you to make an early impression on them, inspiring the next generation of programmers. You will also be able to interact with high school students who have been to and won prior hackathons, are winners of programming contests, and are currently looking for more opportunities in the field. We encourage you to recruit these students, negotiating internship positions with them at your respective companies.

Branding and Exposure: Hack the Hammer is a wonderful opportunity to expose your company and their technologies to the world. If you want to expand your influence and expedite your company's brand recognition, want to show off your company's awesome hardware or APIs, or just make more future leaders in the world of technology know about your company, you've come to the right place. Your company will be recognized for supporting the next generation of developers and makers, and students here are more likely to continue using the technologies you present to them in the future.

Feedback and Adoption: Hackathons are the ideal environment to put your products to work. It allows real-time observation of potential real-life adoption of your product – the ultimate user testing. Watching hackers work on your product will become an invaluable part of your fine-tuning product functionality and documentation for a better user experience. Best of all, we provide an over 100-person-strong user pool with innovative minds that test for robustness of your product.

Sponsorship Tiers	Startup (Contact Us)	Kilo	Mega	Giga	Tera
Amount	Custom	\$400	\$800	\$1500	\$3000
Branding					
Logo on Website and Posters		Small	Medium	Large	Huge
Logo on T-Shirts (if funding permits)		Small	Medium	Large	Huge
Distribute Swag	✓	✓	✓	✓	✓
Thanked during Opening and Closing Ceremonies	✓	✓	✓	✓	✓
Shout Outs on Email			✓	✓	✓
Shout Outs on Social Media			✓	✓	✓
Sponsored Meal*				✓	✓
API Directory		✓	✓	✓	✓
Event Co-Hosted by [You]**					✓
Involvement					
Send Mentors/Evangelists		Max. 1	Max. 2	Max. 3	Unlimited
Sponsor Booth/Table			✓	✓	✓
Company Judge				✓	✓
Direct Involvement in Planning					✓
Remarks at Closing Ceremony					✓
Your Products					
Demo During Opening Ceremonies		1 min	2 min	5 min	10 min
Opening Remarks/Keynote***					✓
Run a Workshop/Tech Talk				✓	✓
Create Challenge/Category & Custom Award (ex. API Prize)				✓	✓
Recruitment					
Receive Hacker Resumes/Linkedin/Github/Portfolio				Post-Event	Pre-Event
Send Recruiters			✓	✓	✓
Post-Event Email to all Participants				✓	✓

*The option for sponsored meals will only be available for the first three Giga Sponsors.

**Only available for first Tera Sponsor.

***Time for opening remarks is 10 mins, included in Demo times.

Mentors

A mentor is a great way to interact with and gain recognition among hackers. The people and companies that will be remembered most by hackers will be those who helped them through any roadblocks and bugs they encountered and guided them to success.

Company Judge

You or a representative from your company will have the opportunity to see all of the projects and help select the winners (including the winner of your custom award if you choose to provide one)! We recommend that judges have some background in technology or entrepreneurship to provide the best possible judging for our event.

Sponsor Booth

Your booth is your company's physical representation at our hackathon. We recommend that you send at least one representative (mentor/evangelist) from your company who can tell hackers about your company and answer their questions. To best utilize your space, we recommend providing swag (pens, notepads, stickers, stress balls, t-shirts, etc.) for attendees to pick up when they visit your booth. Furthermore, your table is positioned right next to hackers as they work throughout the weekend. You are welcome to stay as long as you want and we can also notify hackers if there is a specific time frame when you will be set up.

Custom Award

You or a representative from your company will have the opportunity to see all of the projects and help select the winners (including the winner of your custom award if you choose to provide one)! We recommend that judges have some background in technology or entrepreneurship to provide the best possible judging for our event. You will provide the reward but we will credit the value of your reward (cash value or equivalent retail value) towards your sponsorship contribution, up to a maximum of \$500. If you wish to provide an intangible reward, we can discuss how to credit it towards your sponsorship.

Workshops

By hosting a workshop or "tech talk", you can educate our hackers and promote your company's image at the same time! You could teach hackers how to use your product or API, teach a programming skill, or discuss technology or entrepreneurship.

INTERESTED?

Send an email over to
sponsorship@hackthehammer.com

Our hackathon is about collaboration amongst amazing students building amazing things. It's also about building the bridge between sponsors and attendees. All sponsorship tiers are entirely negotiable, and we are more than happy to discuss a custom package for your company. We are committed to making Hack the Hammer a worthwhile and experience for your team and your delegates, and if you have any questions at all, drop us a line.

