



# HACKBU

## 8<sup>TH</sup> ANNUAL

### HACKATHON



2021 Sponsorship Packet

Virtual Hackathon  
HackBU Discord Server

February 6-7, 2021  
24 hours

## WHO WE ARE

HackBU builds an inclusive, accessible community for all students – regardless of their background or experience level. Through our weekly workshops, campus events, and hackathon, our hackers develop new skills, explore emerging technologies, and engage with their peers and alumni. We embrace hackers of all backgrounds, especially those without traditional tech pedigrees. Together, we combine our community's diverse backgrounds and technical skills to solve real-world problems.

## OUR HACKATHON

The hackathon expands upon the professional growth and mentoring process by drawing in hackers of all skill levels and putting them in a position to contribute to a real project. HackBU develops future software engineers by enabling hackers to contribute to a real project. Supported by the mentorship of HackBU organizers, sponsors, and professors, our hackers have 24 hours to design and build the project of their dreams – whether it be a fake news detector, a meme generator, or anything in between. We especially celebrate newcomers – just last year, 50% of our attendees were first-time hackers! Our sponsors are integral to the experience and help make the weekend innovative and fun.

## WHY SHOULD YOU SPONSOR?

Sponsoring our hackathon is one of the most powerful recruiting initiatives you can take to engage with talented potential hires across the Northeast and Mid-Atlantic. Though our attendees come from many different backgrounds, they all share the curiosity, intellect, and creativity that drives our field. You will be able to mentor and inspire the next generation of professionals in our industry, some of whom may have never made a connection like this before. Sponsoring HackBU also provides the opportunity to gain feedback on your company's new products/APIs and to enhance your company's brand recognition. The event will be a uniquely rewarding experience – we make sure our sponsors have fun, too!

Sponsorship Tiers	Bronze	Silver	Gold	Platinum*
	\$500	\$1,000	\$2,500	\$5,000
<b>GENERAL</b>				
Introduced at opening talk				
Get company channel				
Send engineers and designers				
Participate in judging				
Demo company/API at opening				
Host tech talk during hackathon				
Live Q&A sponsor panel**				
Host keynote at opening talk				
Info session during hackathon				
<b>RECRUITING</b>				
Distribute recruiting materials				
Distribute digital swag				
Access hacker resumes***				
Send recruiters				
Interview room via Zoom				
Send recruiting/API email				
<b>BRANDING</b>				
Logo on website and ads				
Logo on t-shirts				
Sponsor a prize category				
Prior social media post (image)				
Prior social media post (video)				
"HackBU 2021 sponsored by [you]"				

\* Limited to one platinum sponsor

\*\* Receive an invitation to participate in a live Q&A panel with other sponsors

\*\*\* Resumes will be sent out after the event

## COMMON Q & A

### **Q: Where is the hackathon going to be held?**

A: The event will be hosted virtually on our Discord server. If you're unfamiliar with Discord, it is a communication platform that is very similar to Slack.

### **Q: How can representatives interact with attendees at a digital hackathon?**

A: Your representatives are also invited to join our Discord server! Each sponsor will have their own personal channel on the Discord. If you want to interact further with an attendee, you can message them individually or even voice/video call them.

### **Q: What does the payment process look like?**

A: Once you agree to sponsor our hackathon, we request payment within 15 days of signing via a mailed check or an online payment.

## LET'S TALK!

Thanks for considering us! We really appreciate your time and can't wait to hear from you. If you have any more questions, please feel free to contact us at [hackathon@hackbu.org](mailto:hackathon@hackbu.org). We want to make this process as smooth and enjoyable as possible, so drop us a line if you need anything.

Sincerely,  
The HackBU Crew

### **Theresa Gundel**

*President*  
[theresa@hackbu.org](mailto:theresa@hackbu.org)

### **Colin Fiutak**

*Executive Vice President*  
[colin@hackbu.org](mailto:colin@hackbu.org)

### **Kate Baumstein**

*Vice President of Finance*  
[kate@hackbu.org](mailto:kate@hackbu.org)

### **Drew Harper**

*Vice President of Outreach*  
[drew@hackbu.org](mailto:drew@hackbu.org)

### **Alison Garrity**

*Secretary*  
[alison@hackbu.org](mailto:alison@hackbu.org)

### **AJ Stensland**

*Workshop Coordinator*  
[aj@hackbu.org](mailto:aj@hackbu.org)

### **Atsuyo Shimizu**

*Webmaster/Graphic Designer*  
[atsuyo@hackbu.org](mailto:atsuyo@hackbu.org)