

Sponsorship Packet

University of Kansas

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MID-LATE APRIL
2026

WHAT IS **HACKKU**?

*Amongst all the events held at The University of Kansas (KU) School of Engineering, few are as anticipated as **HackKU**.*



HackKU is **KU's** annual **36-hour hackathon** where top university talent gathers to push the envelope by **creating innovative solutions** to real-world problems, **learning cutting-edge technical skills** through **attending workshops**, and **networking** with **industry-leading companies** who serve as mentors and judges.

HackKU's **rapid expansion** was formally acknowledged at **Major League Hacking's 2023 HackCon**, where we were featured as **one of the network's fastest-growing events**. From our first HackKU in 2017 with 34 students to **almost 1,000 students in 2025**, our soaring growth **offers sponsors an unparalleled and ever-increasing reach to top talent**.

OUR MISSION

BUILDING TECH SKILLS
FOR EVERYONE

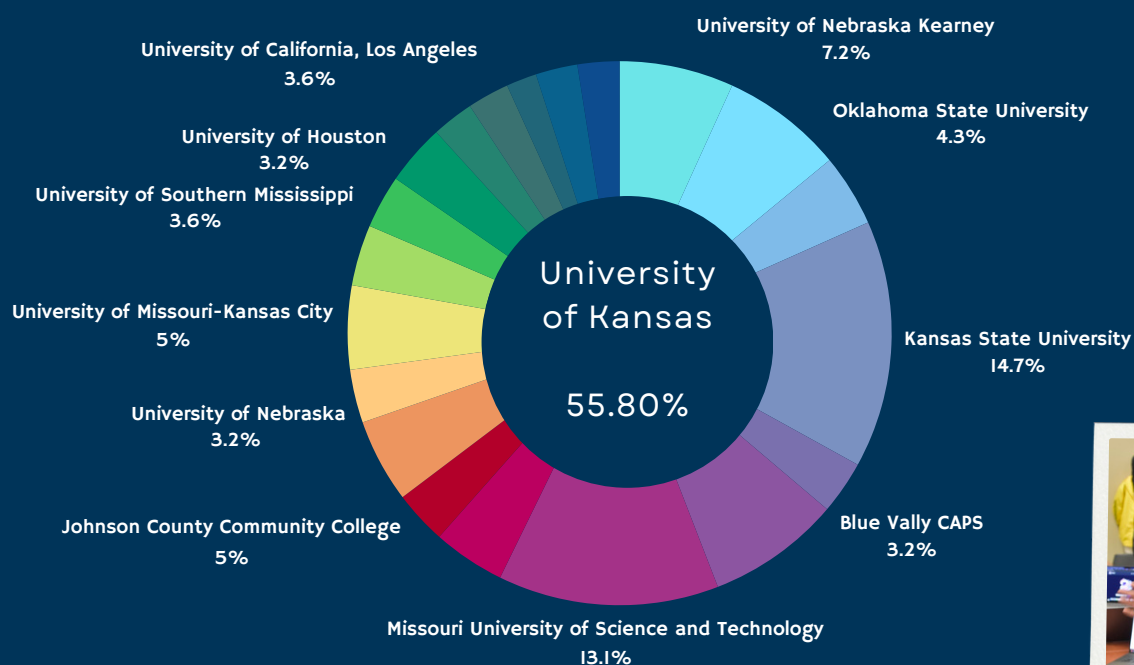
To **bridge the gap** between **academic theory** and **real-world practice** by **accelerating technical proficiency** and fostering a **collaborative community**. Our goal is to empower students from **diverse backgrounds** with the experience to architect tomorrow's solutions, building a **robust talent pipeline** for the **future**.



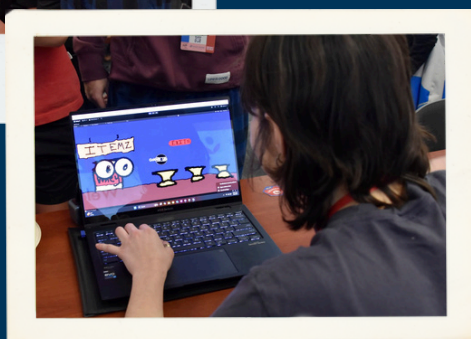
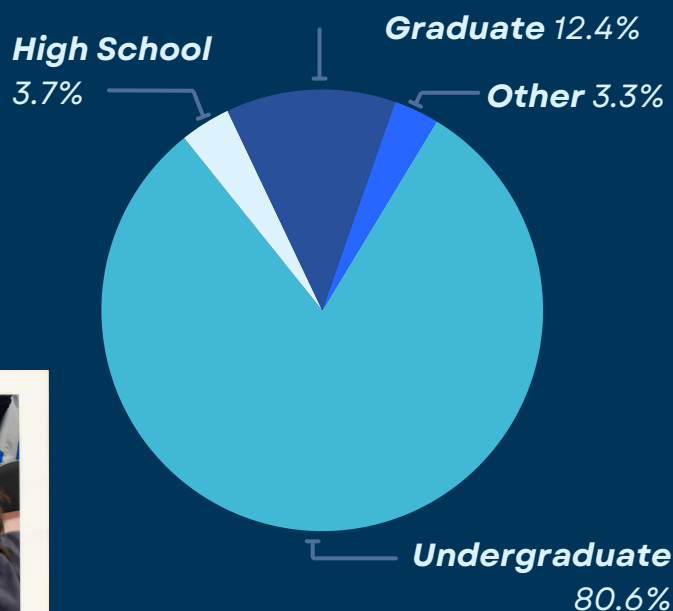
WHO WE ARE — A CONVERGENCE OF DIVERSE TALENT

HackKU **brings together** a **diverse community** of builders, from schools **all across the nation**. HackKU also encompasses many different skill levels, from **high schoolers** to **graduate students**.

Key Participants By School

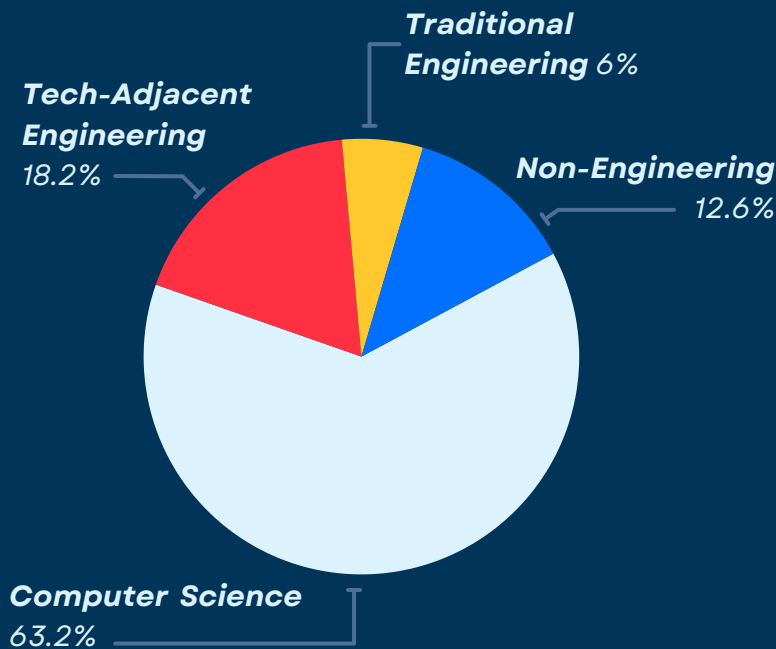


Participants By Level of Study



FIND YOUR **WHOLE PRODUCT TEAM** IN ONE PLACE

Participants By Major



At HackKU, **60%** of participants are **Computer Science majors** the expert builders.

While Computer Science is our core, about **40%** of our **attendees major in other non-CS disciplines**, creating a **unique pool of cross-functional talent**.

WE BRING **5** **KEY TALENT** TOGETHER **POOLS:**

- 1. Tech-Adjacent Engineers**
(Computer Eng, Electrical Eng, Cybersecurity)
- 2. Traditional Engineers**
(Mechanical, Aerospace, Chemical, Civil)
- 3. Data & Science Minds**
(Mathematics, Physics, Chemistry, Biology)
- 4. Creators & Strategists**
(Arts, Journalism, Political Science, Music, Design)
- 5. Business & Finance Talent**
(Business, Finance, Economics)

SPONSORSHIP TIERS

As a corporate partner, you have the opportunity to **build your brand** among *KU's brightest and passionate students*, **attract top talent** to your mission, and **inspire the next generation of innovators** by selecting one of our **many** sponsorship **tiers**.

SUPPORTER
(\$2500+)

CONNECTOR
(\$5000+)

DEVELOPER
(\$7500+)

GENERAL BENEFITS

Group Social Media Shoutouts	★	★	★
Ceremony Shoutouts	★	★	★
Snack Sponsor Shoutouts	★	★	★
Personalized Social Media Spotlight		★	★
Send Mentors		★	★
Send Judges		★	★
Meal Sponsor Shoutouts			★

RECRUITING BENEFITS

Distribute Recruiting Materials	★	★	★
AMA Panel Participation		★	★
Talent Pipeline Access		★	★
Send Recruiters to Sponsorship Fair		★	★
Send Recruiters to Top Talent Networking Event		★	★

BRANDING BENEFITS

Promotion on HackKU Website	★	★	★
Logo on HackKU Swag	★	★	★
Mention in Event Newsletters		★	★
Logo Displayed on All Marketing Materials		★	★
Distribute Company Swag		★	★
Sponsored Workshop			★
Sponsored Track			★
Sponsored Booth During Event			★
Presenting Sponsor			★

In order to **maximize your impact at HACKKU**, we have a variety of **specialized options** that can be combined with our **traditional sponsorship packages**.

À LA CARTE

Sponsored Track	\$1750
Sponsored Workshop	\$1500
Top Talent Pipeline Access	\$1000
AMA Panel Participant	\$500
Personal Social Media Spotlight	\$250



Presenting Sponsor

By becoming a **presenting sponsor**, you will have the chance to excite and influence hundreds of innovators by **delivering a keynote speech at our opening and closing ceremonies**



Sponsor a Track

Sponsoring a track gives you the opportunity to see how fresh eyes tackle challenges in your industry. If you choose this option, you will collaborate with our team to **develop a competition category or challenge centered around your organization's values, technology, or industry**. In addition, you will also **provide the winners of your track with prizes**



Sponsor a Workshop

As a workshop sponsor, you can **put your product directly in the hands of creators, or share your organization's story** with innovators who come from a wide variety of backgrounds and disciplines. With this option, you will **work directly with our organizing team to plan and hold an hour-long workshop** during HackKU.



Top Talent Networking Event

Get **direct access** to our **top attendees** filtered by the **School of Engineer's Recruiting Pipeline** based on stats like resume, GPA, and more.



Sponsorship Fair

Engage with students at welcome to showcase your company and opportunities.



Talent Pipeline Access

Get access to attendees **emails** and **resumes**

HACKKU 2026 SPONSORSHIP PACKET
CONTACT HACKKU@KU.EDU FOR MORE