## 2019 Sponsorship Information Packet

# Hack KU

3rd Annual Hackathon hosted by ACM @ KU

Dates: February 8th -10th

University of Kansas, School of Engineering

In conjunction with the EECS department

**KU** THE UNIVERSITY OF **KANSAS**

# Sponsorship Packet

https://www.hackku.org

## What is Hack KU?

- ❖ Hack KU is an annual hackathon at the University of Kansas, where students can have the opportunity to innovate new ideas, discover different paths, and push the boundaries of technology.
- ❖ The event will take place over the course of 36 hours in the School of Engineering at the University of Kansas from February 8th to the 10th (Friday Evening - Sunday)
- ❖ Learn more about last year's hackathon here: https://www.youtube.com/watch?v=1CqjAgtR5oY

## What is a Hackathon?

- ❖ A hackathon is a collaborative programming event where students can come together as a team to make their ideas a reality
- ❖ The goal for a hackathon is to produce usable software or hardware to be demonstrated to a panel of judges. Teams will be judged on a variety of categories, and the team with the best product will win a prize.

## Why sponsor us?

- ❖ Receive access to resumes from talented students across the Midwest
- ❖ Promotional Branding on all Hack KU products like Shirts, Lanyards, etc
- ❖ Send Speakers or Mentors to interact with participants
- ❖ Receive feedback from students about API's or product demos

# Our Sponsorship Tiers

| | Bronze <$500 | Silver $500 - $1499 | Gold $1500 - $2999 | Diamond $3000+ |
|---|---|---|---|---|
| Send Emails to Participants | Post-Hackathon | Post-Hackathon | Post-Hackathon | Pre-Hackathon & Post-Hackathon |
| Send Mentors/ Recruiters | ~ | 1 | 2 | 3 |
| Access to Resumes | ~ | ~ | X | X |
| Next-Day Interview Rooms | ~ | ~ | ~ | X |
| Logo on T-Shirts | Company Name | Company Name + Logo | Company Name + Logo | Company Name + Large Logo |
| Send a Judge | ~ | ~ | X | X |
| Booth | ~ | X | X | X |
| Host a Tech Talk or Workshop | ~ | ~ | ~ | X |
| Offer Branded Prize | ~ | ~ | ~ | 1 |
| Speech in opening ceremony | ~ | ~ | ~ | X |
| Company Banner on Display during event | ~ | ~ | ~ | X |
| Social Media Shoutout | X | X | X | X |
| Interview in our Hackathon Video | ~ | ~ | X | X |

## Prizes -  Add-On (Upon Inquiry)

- Provide a prize for groups that use your API or build something related to the theme you provide
- Examples: Best implementation of Blockchain. Coolest use of Company's API. Most creative mobile project.

# Common Q & A

## Do students pay to attend Hack KU?
- ❖ Hack KU is completely free for college students, regardless of major.

## How many companies have sponsored Hack KU?
- ❖ Hack KU has been sponsored by a combined total of 30 companies.

## How many students participate in Hack KU?
- ❖ Traditionally we have had over 80 students sign up for the hackathon, however we are looking at a larger attendance rate this year (200+) as we are trying to become MLH certified. You can find more information about the MLH certification here: https://mlh.io/about

## How much does it cost to run an event of this scale?
- ❖ On average it will cost about $14,000 to run a large scale event

## What are the rules / theme?
- ❖ The theme isn't released until right before the hackathon starts. The rulebook for Hack KU will be released soon.

## I have more unanswered questions about the Hackathon!
- ❖ You can email the following people regarding specific questions
  - o sponsorship@hackku.org - General Sponsorship Questions
  - o trenton@hackku.org & ryan@hackku.org - Sponsorship Chairs
  - o info@hackku.org - Hackathon Questions
  - o harrison@hackku.org - Everything Else

# Sponsorship Donations

All donations for the Hack KU event are handled through endowment. Please make checks payable to the "**University of Kansas Endowment Association**" and on the memo line indicate "**Hack KU**". There is also an option for an online donation through the EECS KU link below.

We recommend attaching a letter or notation stating clearly the donation is for the EECS Student Development Fund and Hack KU.

**Mail checks to**:
University of Kansas Endowment Association
Attn: EECS Student Development Fund & Hack KU
P.O. Box 928 Lawrence, KS, 66044

**Online Donation**:
Follow the link and select the EECS Student Development Fund:
http://eecs.ku.edu/giving
Special Instructions: "Donation For Hack KU"