

HACK UVA



# HOOHACKS 2020

*Sponsorship Packet*

March 28-29, 2020  
University of Virginia

Contact us

hohacks



<http://hohacks.io>



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# Welcome!

Welcome to the 6th annual HooHacks, the premiere hackathon at the University of Virginia. We are excited to host this event and are looking forward to a partnership with you.

## What is a hackathon?

A hackathon is a 24-hour coding competition where college students from all around the nation (and sometimes even the world) come together for a weekend of learning programming skills, meeting people and developing a project.

To us, “hacking” is not stealing passwords or getting to peoples’ bank accounts. Hacking, at its core, is about using technology to solve problems, whether that problem is designing an inexpensive concussion detection helmet, making educational videos more accessible or just automating your Keurig to start coffee for you in the mornings. Our community strives to make the world a better place through learning, exploring, and building.



## HooHacks '19 Stats

670+ participants      24 hrs of hacking

25 sponsors & partners      105 demoed projects

50 mentors & judges      78 % UVA students

16 different states      66 different schools



# HooHacks 2020

HooHacks 2020 is going to be the best UVA hackathon yet. We've designed a fresh new brand, we're rethinking our approach to the hackathon, and are focusing on making the student and sponsorship experiences the best they can be.

## We've got a favor to ask...

HooHacks is an incredible experience for students and sponsors alike. Students get the opportunity to develop new technical skills, build something they're passionate about, meet other students and companies, and learn from some of the industry's best (i.e. you!) And for sponsors, you get a weekend to interact with (and maybe recruit) the best and brightest, put your company name out there, test out your new API, get fresh eyes on a problem you've been facing, or simply just sit back and enjoy the creativity of student hackers.

The thing is, without sponsors like you, our hackathon would never move beyond the planning stage. So, we're asking if you'd consider supporting this year's Hackathon to ensure that we can continue inspiring students to create. Of course, this is a two-way street, so check out the benefits of sponsoring HooHacks on the next page.



## Logistical Rundown

### What?

24 hrs of learning, building, and competing

### Who?

Over 600 UVA and non-UVA students

### When?

March 28-29th, 2020

### Where?

The University of Virginia, Charlottesville, Virginia



# Sponsorship

| Tiers & Benefits                  | \$1,000 | \$3,000 | \$5,000                 | \$10,000                |
|-----------------------------------|---------|---------|-------------------------|-------------------------|
| Distribute swag                   | ✓       | ✓       | ✓                       | ✓                       |
| Logo on website                   | ✓       | ✓       | ✓                       | ✓                       |
| Logo on t-shirt                   |         | small   | medium                  | big                     |
| Send mentors & booth              |         | ✓       | ✓                       | ✓                       |
| Sponsor lounge                    |         | ✓       | ✓                       | ✓                       |
| Resume book access                |         | ✓       | ✓                       | ✓                       |
| Judge demos*                      |         | ✓       | ✓                       | ✓                       |
| Sponsor your own prize            |         | ✓       | ✓                       | ✓                       |
| Social media post                 |         |         | ✓                       | ✓                       |
| Newsletter**                      |         |         | mention                 | feature                 |
| Logo on lanyard                   |         |         | ✓                       | ✓                       |
| Sponsor a meal                    |         |         | first come, first serve | first come, first serve |
| Host a workshop***                |         |         | ✓                       | ✓                       |
| Talk during opening ceremony***   |         |         | 3 minutes               | 5 minutes               |
| Post-hackathon email to attendees |         |         | ✓                       | ✓                       |
| Co-branding on all materials      |         |         |                         | ✓                       |
| Recruit at the hackathon          |         |         |                         | ✓                       |
| Custom slide on venue TVs         |         |         |                         | ✓                       |

\* If you sponsor your own prize, then you will be in charge of judging that during demos. Other judging information will be disseminated at a later time.

\*\* We distribute a bi-weekly newsletter containing insights from professionals & professors, interesting tech articles, and student hackathon projects among other things. Our newsletter has over 500 subscribers (many more to come) with a 70% engagement rate and an 11% click-through rate (way above industry average).

\*\*\* Hosting a workshop and talking during opening ceremony are available to those that sponsor their own prize. If you are planning on sponsoring a prize and would like to host a workshop, we highly recommend making the workshop relevant to that prize.



# About Us

We're the student team behind HooHacks.

Putting on a hackathon like HooHacks takes a lot of time and effort. As a student organization, we're dedicated to providing the best learning and building experiences for our peers!



## Our Mission

**Learning.** Providing students of all experience levels meaningful learning opportunities

**Inclusivity.** Advocate for inclusivity in the hacker community

**Fun.** Make hacking fun & enjoyable

**Ethics.** Promote and follow ethical practices

# Thanks for your interest!

We can't wait to have you at our hackathon! Contact us at [hoo hacks-contact@virginia.edu](mailto:hoo hacks-contact@virginia.edu) for all sponsorship inquiries.

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