

HACK UVA



HOOHACKS 2021

Sponsorship Packet

March 27-28, 2021
University of Virginia

Contact us

hooacks



<https://hooacks.io>



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HooHacks 2019 Stats In Person

670+
participants

24
hrs of hacking

25
sponsors &
partners

105
demoed
projects

50
mentors &
judges

78
% UVA
students

16
different
states

66
different
schools

Welcome!

Welcome to the 8th 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 2020 Stats Virtual

800+
participants

36
hrs of hacking

25
sponsors &
partners

142
demoed
projects

50
% UVA
students

7+
Countries

25+
different
states

75+
different
schools



HooHacks 2021

In these uncertain times, HooHacks has been able to maintain itself as a mainstay in students' lives, but not without help. We plan on continuing to deliver learning and career-boosting opportunities to our students but we will need the support of sponsors like you!

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.



Sponsorship

Tiers & Benefits	\$1,000 Egg	\$3,000 Chick	\$5,000 Owlet	\$10,000 Fledgling	\$15,000 Owl
Distribute swag	<input checked="" type="checkbox"/>				
Logo On website	<input checked="" type="checkbox"/>				
Logo on t-shirt		Small	Medium	Big	Big
Send mentors & booth		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor lounge access****		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Resume book access		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Judge demos*		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor your own prize		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media posts			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Newsletter**			Mention	Feature	Feature
Logo on lanyard****			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor a meal****			First come, first serve	First come, first serve	Guaranteed
Host a workshop***			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Talk during opening ceremony***			3 minutes	5 minutes	10 minutes
Post-hackathon email to attendees			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-branding on all material				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom slides on venue TVs****				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interview suite					<input checked="" type="checkbox"/>
Recruit at hackathon					<input checked="" type="checkbox"/>
Banners at registration					<input checked="" type="checkbox"/>
Resume book prior to event					<input checked="" type="checkbox"/>
Keynote speaker					<input checked="" type="checkbox"/>

* 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.

**** These benefits are contingent on hosting an in person event.

COVID-19 Plan

Given the global pandemic, we at HooHacks have greatly considered the safety and possibility of our event in the spring. We have decided on three possible executions of HooHacks 2021, aimed to garner the same amount of value for both our sponsors and attendees. Based on the climate and further progressions of the pandemic, we will be making our final decision and will be sending out monthly updates on the situation via email blast, and will be making a final decision either before or on January 31st, 2021.

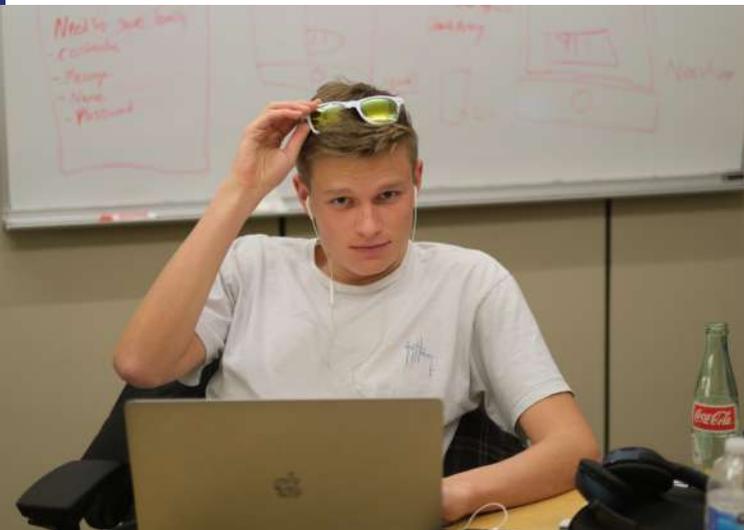
Option 1: In-Person

- Most resembles our usual in-person hackathons
- Students will be bussed in from other parts of the east coast, food will be served, mentors will be available for coding help, a sponsorship fair will be held, and in-person and recorded workshops will be available to students. Resumes of all attendees will be given to sponsors.
- We will be taking extra safety precautions with food distribution, sanitation, and social distancing, should we choose to take on this option, to be extra cautious with the safety of our sponsors.



Option 2: Virtual

- Following the format of HooHacks 2020. The hackathon will consist of a 36 hour period of hacking along with workshops, sponsorship fairs, games and more.
- Based on the sponsorship level, sponsors will be able to distribute swag, advertise via our platform, participate in our virtual sponsorship fair (as opposed to an in-person event), have access to the resume book and send mentors and judges to help hackers with their projects.



Option 3: Hybrid

- This option has the best of both worlds. Students at UVA will be allowed to attend in-person, while other attendees can attend virtually
- The hackathon will be 24 hours long and sponsors will have access to virtual and in-person sponsorship fairs, workshops, and mentorship, as well as all the resumes of all attendees.



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 team@hoo hacks.io for all sponsorship inquiries.

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