

HACK UVA



# HOOHACKS 2021

## *Sponsorship Packet*

March 27-28, 2021  
University of Virginia

Contact us

hooacks



<https://hooacks.io>



[team@hooacks.io](mailto:team@hooacks.io)



## 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.



# Virtual 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"/>

HooHacks 2021 will follow the format of HooHacks 2020 - it's VIRTUAL. The hackathon will consist of a 24 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.

\* 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.

\*\*\*\* Only available for normal in-person hackathons.

# 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](mailto:team@hoo hacks.io) for all sponsorship inquiries.

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