MacHacks

Sponsorship Package

2022-2023

February 3rd to 5th 2023

McMaster University

McMaster Artificial Intelligence

Dear Potential Sponsor,

Visionaries like you are sure to see the massive potential that artificial intelligence (AI) holds. Similar to you, our hackathon seeks to attract different students from all around the world with the passion and drive to learn and apply AI to solve real-world problems.

The **MacHacks** team would like to thank you for your interest and promoting student learning and creativity. We hope that you will join us in this fantastic opportunity. We aim to ensure that your contributions will be put to good use and that you will benefit from this experience! We invite you to look through this package for further information and we look forward to hearing from you soon!

Best,
Ana Han & Theodore Liu
Co-Chairs, MacHacks

Who are we?

MacHacks is the first-ever AI-focused hackathon at **McMaster University,** in **Hamilton, Ontario, Canada.** We are a subsidiary of one of the largest, most diverse student AI organizations in North America, the McMaster Artificial Intelligence Society.

The **McMaster Artificial Intelligence Society** was formed to educate and inspire a passion for artificial intelligence. We host tutorials and speakers as well as hold competitions and networking events for our membership of over 1,400+ students.

Our goal is to bring together students from across the globe to tackle real-world challenges in this 36-hour competition. Students will have the opportunity to participate in various streams related to AI.

We provide thousands of applicants the opportunity to compete in challenging AI-related competitions each year against other innovative students hand-selected from our applicant pool. Students apply their AI knowledge to solve problems in a variety of fields, from biotechnology to quantum computing.

The MacHacks community encourages collaboration, with teams building on top of each other's strengths to produce projects that innovatively solve real problems. To promote collaboration and maintain accessibility, this will be our first hybrid venue hackathon, with options online and in-person!

Over the last two years we have had:

71 Project Submissions

Over 750 Participants from across the world

All projects and winners can be found here and here.

Benefits of Sponsoring

RECRUITMENT OPPORTUNITIES

Sponsoring MacHacks will allow you to network with a diverse community of candidates who have the capabilities to thrive in the AI and technology field.

BRAND AWARENESS

MacHacks provides its sponsors with numerous opportunities for brand recognition through various branding opportunities.

MAKING A DIFFERENCE

Sponsoring MacHacks will allow you to nurture, train, and affect the future generations working in Artificial Intelligence by providing them with support and increased accessibility to AI-focused education.

Sponsorship Tiers

Pre-Marketing Events

	Platinum 10,000 CAD	Gold 7500 CAD	Silver 3000 CAD	Bronze 1000 CAD
Live Story Takeover*	60 minutes	40 minutes	10 minutes	
Custom Social Media Posts	10	7	3	1
Logo Advertising**	Website Schedule Social Media Registration Emails	Website Schedule Social Media Registration	Website Schedule Social Media	Website Schedule

Special Events

	Platinum	Gold	Silver	Bronze
Keynote Speakers	✓	✓		
Custom Company Challenges	✓	✓		
Host a Workshop	✓	✓	✓	
Virtual Booth	✓	✓	✓	✓

*We will be allowing your representative to takeover our Instagram page to interact with our followers and promote your brand

Competitions

	Platinum 10,000 CAD	Gold 7500 CAD	Silver 3000 CAD	Bronze 1000 CAD
Sponsored Prizes	✓	✓	✓	✓
Send Mentor(s)	✓	✓	✓	✓
Send Judge(s)	✓	✓	✓	✓

On-Site Marketing

	Platinum	Gold	Silver	Bronze
Live Sponsored Messages*	✓	✓	✓	
Company Rep	7	5	2	1

Recruitment

	Platinum	Gold	Silver	Bronze
Coffee Chats	✓			
Delegate Analytics	✓			
Delegate Emails and Resumes	Post-Event Pre-Event	Post-Event		

*Announcements / Advertisements through our Discord Channel and in-person.

CONTACT US

If you are interested in becoming a partner, please contact us at: