



HackPSU

Sponsorship Information

FALL 2017

November 4th 2017. 600 Hackers. 24 Hours. // **Build Something**



WE ARE... HACKPSU!

HackPSU is a northeast regional hackathon situated in the heart of Happy Valley. In the past 4 years we have hosted 9 hackathons, bringing together over 3000 students from 40+ universities to build, innovate, and explore technology in new and exciting ways. This year marks our 10th event, and the team would love to have you join us in creating another 24 unforgettable hours.

GETTING INVOLVED

HackPSU is a large-scale event, so we need sponsors just like you to help make it happen. All sponsorship funds go directly to costs of running the hackathon - things like food, venue space, tables, prizes, and transportation. Check out our sponsorship tiers and add-on items for ways you can make the most out of your experience. If there is anything missing or something else you're looking for don't hesitate to send us an email at sponsorship@hackpsu.org, and we'll get back to you right away!

WHY SPONSOR?

Hackathons remain one of the premier avenues for connecting with students and bringing your brand to center stage. Here are 3 ways we find sponsors most benefit from getting involved:

RECRUITING

What is better than a building full of ambitious students willing to spend a weekend building, testing, and hacking together new tech? Set up a table with us and get incomparable access to university talent, including resumes, interview rooms, and non-stop networking opportunities!

EXPOSURE

Sponsorship is a great way to accelerate brand recognition and show off new products with one of your key audiences - the new generation of tech developers, leaders, and consumers. We provide multiple options for getting your name in front of our hackers, ranging from sponsored keynotes, meals, and swag to hosting one of our recreation events.

FEEDBACK

Hackathons double as a weekend of high-speed, top-quality user testing. This is a chance to see how developers use your tech in real applications and simultaneously get feedback on their experience. To help facilitate this we offer branded API challenges, workshops, and an industry mentor program.

Questions? Shoot us an email at sponsorship@hackpsu.org



SPONSORSHIP TIERS

BRONZE	SILVER	GOLD	PLATINUM
\$1,000	\$3,000	\$6,000	\$10,000

GENERAL

Company Table throughout event	●	●	●	●
Sponsor workshop	One	One	Two	Three
Send mentors	●	●	●	●
Sponsor challenge		●	●	●
Demo at opening ceremony		One minute	Two minutes	Five minutes
HackPSU co-hosted by your company				●
Keynote Speaker				●
Host a Mini Event				●

RECRUITING

Distribute recruiting materials	●	●	●	●
Recruiting dinner Friday evening			●	●
Access to resumes & LinkedIn/Github profiles		Post-event	Pre-event	Pre-event

BRANDING

Logo on website	●	●	●	●
Logo on T-Shirt		Small Logo	Large Logo	Premier Logo
Promotional emails to attendees			●	●
Dedicated HackPSU Liason				●
Logo on all HackPSU promotional material				●

ADD-ONS

Sponsored Meal	Lunch - \$500 (Limit 2)	Dinner - \$750 (Limit 1)
Sponsored Ice Cream Social		\$500
Official Snack Sponsor		\$500
Giant Jenga Sponsor		\$500

HACKPSU EQUIVALENT PRIZE PROGRAM

This year we are piloting a new program that allows sponsors to substitute up to \$500 of donation costs in place of a \$1000 prize. (\$250 per team member) With this change we aim to increase the quality of projects over competition for incredible prizes, and to continue to attract more of the nation's brightest students. Available starting at Silver tier. Please feel free to contact us with any questions or interest!

Have something else in mind? Questions or comments? Send us an email at sponsorship@hackpsu.org and our team will get back to you as soon as possible!