



Learn. Build. Share.

Spring 2018



We Are HackPSU

HackPSU is Penn State's official semi-annual hackathon. Over the past 5 years, we've hosted 10 hackathons that have brought over 4,000 top students from 40+ universities to Happy Valley to build, innovate, and explore a variety of technologies. Join us during our eleventh hackathon for a weekend packed with creativity, innovation, and fun.

Get Involved

As the largest technology event at Penn State, we need sponsors like you to make each hackathon the best it can be. All of our sponsorship funds are used to cover the costs of running the event, which includes expenses such as food, venue, equipment rental, prizes, transportation, & more. Check out the different tiers of sponsorship on the next page to find out how you can get involved and make the most out of your HackPSU experience.

**Have something else in mind?
Comments or questions?
Email us at sponsorship@hackpsu.org**

Why Sponsor?

Hackathons are one of the most effective ways for your company to connect with students while promoting your brand. Here are the top three benefits of getting involved:

// Recruitment

For an entire weekend, hundreds of top students engineer creative solutions to challenging problems. In joining us, you'll not only have the chance to receive students' resumes, but also interact with students in person through our networking and mentorship opportunities.

// Exposure

At HackPSU, you have the chance to show off your products to the new generation of tech developers, leaders, and consumers. To coordinate this, we offer a variety of opportunities to get your name out to participants, ranging from sponsored keynotes, meals, and swag to hosting one of our recreation events.

// Feedback

Hackathons double a weekend of high-speed, top-quality user testing, working to the benefit of both students and companies. This chance to see how developers use your technology in their projects yields feedback that you can't get anywhere else. To help facilitate this process, we provide branded API challenges, workshops, and one-on-one opportunities with students.



SPONSORSHIP TIERS

Bronze	Silver	Gold	Platinum
\$1,000	\$3,000	\$6,000	\$10,000

General

Company table throughout event	Hexagon	Hexagon	Hexagon	Hexagon
Send mentors	Hexagon	Hexagon	Hexagon	Hexagon
Sponsor challenge	Hexagon	Hexagon	Hexagon	Hexagon
Sponsor workshop	One	One	Two	Three
Demo at opening ceremony		One minute	Two minutes	Five minutes
Host a mini event			Hexagon	Hexagon
Keynote speaker				Hexagon
Event partner				Hexagon

Recruiting

Distribute recruiting materials	Hexagon	Hexagon	Hexagon	Hexagon
Recruiting dinner Friday evening		Hexagon	Hexagon	Hexagon
Access to resumes & student profiles		Post-event	Pre-event	Pre-event
Access to interview rooms			Hexagon	Hexagon

Branding

Logo on website	Hexagon	Hexagon	Hexagon	Hexagon
Logo on t-shirt		Small logo	Large logo	Premier logo
Promotional emails to attendees			Hexagon	Hexagon
Dedicated HackPSU Liaison				Hexagon
Logo on all HackPSU promo material				Hexagon

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	