CalgaryHacks 2023 Sponsorship Package

What is CalgaryHacks?

CalgaryHacks is **Calgary's biggest student run hackathon,** with **500 - 700 students participating in 2021 and 2022.** Students from across Canada will have the opportunity to use the latest platforms and software to participate in a 24 hour sprint coding competition.

When and Where?

CalgaryHacks 2023 will take place at the University of Calgary Saturday, Feb 18 - Sunday, Feb 19. Tentative schedule:

Saturday, February 18, 2023		Sunday, February 19, 2023	
10:00 AM	Contestants Sign-in	12:00 PM	Project Submission
11:00 AM	Opening Ceremony	01:00 PM	Judging Begins
12:00 PM	Hackathon Begins	04:00 PM	Closing Ceremony

Why Sponsor CalgaryHacks?

Calgary has some of the brightest and most innovative students in Canada, which is a **fantastic advantage for companies looking to recruit talented developers, designers, and innovators**.

Hackathons are a **low-cost way to find new hires**; they provide students with a chance to present their understanding of how to effectively use cutting edge products and services.

All sponsorship money will be used to host and run CalgaryHacks – including but not limited to audio/visual equipment, merchandise, prizes, food, and advertising.

We strongly encourage our sponsors to interact with our participants during the event by sending judges or hosting workshops to showcase a product/platform and its usage. We can also provide **media opportunities through an interview/keynote speech** during the opening ceremonies or continuous coverage of the event.

Sponsorship Options

Send Judges

Providing technical employees for the judging period is a great way to connect with participating students. Judges will be given 1-on-1 time with teams, which can be used for scouting and potential recruitment purposes.

Bounty Challenge

A Bounty is a challenge **created and set by the sponsor utilizing a product, platform, or concept of their choosing**. Bounty challenges are a great way to influence the type of projects that students create in a way that feels natural to the event. CSUS will help facilitate the process of creating a challenge that is relevant to the hackathon as well as the suggested product/platform.

Workshop

Workshops are an integral part of the skill development aspect of hackathons. They can be a great way to **get students up to speed on how to use your product/platform**. A demo workshop will take place during the first few hours of the hackathon. This can also be combined with a bounty challenge to attract students to using your platform.

Draw-prize

Provide or sponsor **higher value items to be distributed to contestants by draw** at the end of the event. This is a great opportunity to generate excitement about your company as the draws will be streamed live to every contestant.

Company Swag

Providing students with **digital goods (ie. gift cards)** would be a great way to generate brand awareness. If your company does not produce goods suitable for digital delivery, we provide the option of sponsoring other goods that can be delivered digitally.

Sponsorship Tiers

All sponsors are encouraged to send judges to CalgaryHacks and are granted access to resumes submitted by CalgaryHacks participants.

Supporting Sponsor (min $500)
> Listed as a Supporting Sponsor in our opening ceremonies
> Thanked as the sponsor of your contribution

Flex Sponsor (min $2000)
> Listed as one of the following options in our opening ceremonies:
>> Bounty Sponsor
>> Workshop Sponsor
>> Prize Sponsor
> Thanked as the sponsor of their respective contributions:
>> A collection of CalgaryHacks Bounty Prizes
>> A CalgaryHacks Workshop, with the option of running the Workshop on a topic or tool of choice
>> A main CalgaryHacks Tier 1 or Tier 2 Prize

Founding Sponsor (min $5000)
> Listed as a Founding Sponsor on all CalgaryHacks promotional material
> Thanked as a sponsor of CalgaryHacks at our opening ceremonies, closing ceremonies, and on our website
> Invited to speak at our opening or closing ceremonies or work with our team to create professional video assets
> Title change from "Founding Sponsor" is negotiable within reason

Please contact us for a specific sponsorship agreement.

Contact Us
Computer Science Undergraduate Society
University of Calgary Math Science 130
Email: csus@ucalgary.ca   Website: http://calgaryhacks.ca/