

A nighttime photograph of a cityscape. In the background, the Calgary Tower is illuminated. In the foreground, a large steel truss bridge is lit up with blue lights. The water below the bridge is dark, with some reflections of the lights.

Calgary **Hacks** 21

Sponsorship Package

What is CalgaryHacks

CalgaryHacks is **Calgary's biggest student run hackathon, with over 300 students participating last year.** CalgaryHacks 2021 will take place digitally Saturday Feb 13- Sunday Feb 14 involving students from across Canada, providing the opportunity to compete using the latest platforms and software over the course of a 24 hour sprint.



When and Where?

CalgaryHacks will take place online the weekend prior to the winter semester reading week.

Preliminary schedule (subject to minor changes):

Saturday, February 13, 2021		Sunday, February 14, 2021	
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 better understand how cutting edge products and services are used.

All sponsorship money will go towards the hosting and running of CalgaryHacks – including but not limited to audio/visual equipment, merchandise, prizes, food, and advertising.

We strongly encourage our sponsors to host workshops showcasing a product/platform and its usage during the event. We can also provide **media opportunities through an interview/keynote speech** during the opening ceremonies or continuous coverage of the event.

Sponsorship Options

Bounty Challenge

A Bounty is a challenge **created and set by the sponsor utilizing a product, platform, or concept of their choosing**. CSUS will help facilitate the process of creating a challenge that is relevant to the hackathon as well as the suggested product/platform.

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.

Company Swag

Due to the particularities of an online hackathon, 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 .

Workshop

Workshops are a great way to **get students up to speed on how to use your product/platform**. It will take place as an online demo during the first few hours of the hackathon. This combines well 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.

Sponsorship Tiers

Monetary support includes funding of bounty prizes, company swag, door-prizes, and any other contributions.

Send Judges (min \$0)

- > Send up to 2 judges to CalgaryHacks
- > Access to resumes (if provided by participant)

Supporting Sponsor (min \$500)

- > Send up to 4 judges to CalgaryHacks
- > Listed as a Supporting Sponsor on all relevant material
- > Access to resumes (if provided by participant)

Building Sponsor (min \$1500)

- > Send up to 8 judges to CalgaryHacks
- > Listed as a Building Sponsor on all relevant material
- > Access to resumes (if provided by participant)
- > Run a workshop on a topic or tool of choice

Founding Sponsor (min \$2500)

- > Send up to 12 judges to CalgaryHacks
- > Listed as a Founding Sponsor on all relevant material
- > Access to resumes (if provided by participant)
- > Run a workshop on a topic or tool of choice
- > Work with our team to create professional video assets
(*contact us*)

Custom Sponsor (min \$????)

- > Have a big idea? Contact us and we will make it happen!

Contact us for a sponsorship agreement to get more details about CalgaryHacks.

Contact Us

Computer Science Undergraduate Society

Email us at: csus@ucalgary.ca

Visit us on <http://calgaryhacks.ca/>

University of Calgary Math Science 130