



Sponsorship Packet 2018

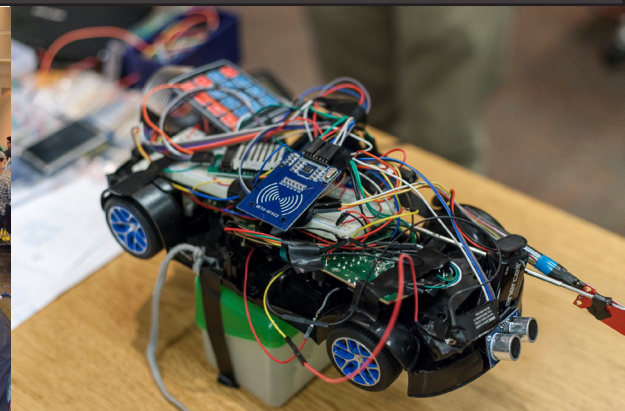
Welcome!

HackPoly is a completely student run, non-profit event aiming to bring together creative minds to make great things. Over the years, the hackathon has grown from a small group of 40-50 Cal Poly students coding in a single lecture room to a group of around 600 hackers from around the country, occupying the entire student center. This spring, we hope to attract even more hackers and expect the quality of projects to raise the bar for what can be achieved in 24 hours.

Save the date: February 3-4, 2018

But first, what is a **hackathon**?

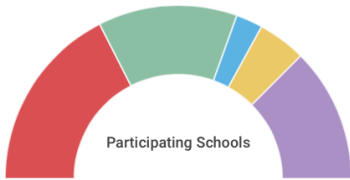
A hackathon is best understood as an “invention marathon”. It is an event where passionate engineers, programmers, and technology fanatics join together to participate in a 24-hour competition for creating the coolest or most useful product/service from scratch.



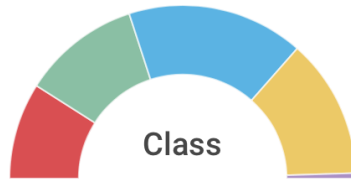


Male:Female

HackPoly 2017 Statistics



● Cal Poly Pomona ● UCs
● CSUs ● USC ● Other



● Freshman ● Sophomore
● Junior ● Senior ● Other



71

submissions



600

attendees

Be our **sponsor!**

Here are some reasons why:

1

Recruiting

Hackathons bring together dedicated students of all backgrounds, willing to sacrifice time for the passionate pursuit of innovation. We invite top talent from schools around the nation, including every institution in the UC/CSU system. Additionally, CPP College of Engineering alone has over 6,000 engineering students, many of whom will be participating in the event. As a sponsor, you will interact with many potential hires in one event. Unlike career fairs, companies at HackPoly engage with engineers while they work, giving you the best possible exposure to the talent pool.

2

Branding/Community Outreach

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 brand in front of our hackers; ranging from sponsored keynotes, meals, and swag to hosing one of our recreation events.

3

Product Exposure & Feedback

Hackathons double as a weekend of high-speed top-quality user testing. This is a chance to see how developers use your technology 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.

GENERAL

	Seed \$1.5K	Series A \$3K	Series B \$5K	Series C \$10K	Monopoly \$15K
Key Note Speakers				✓	✓
Send Mentors	✓	✓	✓	✓	✓
Award Custom/API Prize		✓	✓	✓	✓
API/Product Demo			✓	✓	✓
Judges		First Round	First Round	Final	Final

RECRUITING

Recruiters	1	2	2	Unlimited	Unlimited
Recruiter Tabling	Basic	Basic	Deluxe	Deluxe	Premium
Private Candidate Interview Room			✓	✓	✓
Early-Access Hacker Info				✓	✓
Day-of Access Hacker Info	✓	✓	✓	✓	✓

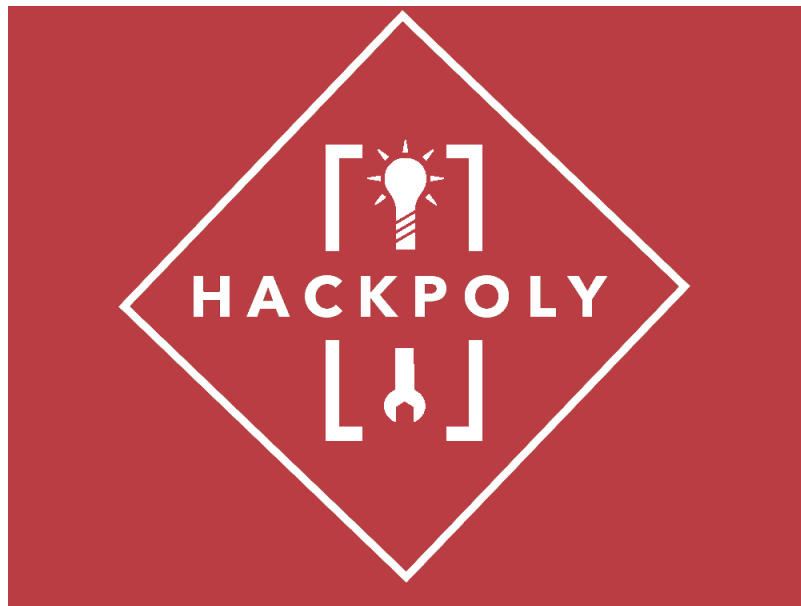
EXPOSURE

Workshop			30 min	30 min	1 hour
TechTalks				✓	✓
Distribute Materials	✓	✓	✓	✓	✓

BRANDING

Logo on shirts	Small	Small	Medium	Large	X-Large
Logo on HackPoly.com	Small	Small	Medium	Large	X-Large
Pre-Event Blast	✓	✓	✓	✓	✓
Award Ceremony Presentation		✓	✓	✓	✓
Post-Event Sponsor Dinner		✓	✓	✓	✓
Recruiting/API Email				✓	✓
Hackpoly: Sponsored by <You>					✓

These tiers are only skeletons – if you can't find what fits you, please contact us!



Contact us!

Still have questions? Feel free to contact us at
sponsorship@hackpoly.com
A friendly member of our team will be happy to
help!

Thank you for your interest in our event. We
hope to hear from you soon!