



# Sponsorship Packet

2/16/2019 · 2/17/2019

Rochester Institute of Technology

## print("Hello potential sponsor!")

If you have been with us before - thank you. We hope to have your continued support. If you have not, allow us to tell you what BrickHack is about:

BrickHack is Rochester Institute of Technology's annual premiere collegiate hackathon. It is a 24-hour "invention marathon." An event where around 600 designers, developers, and engineers come together to work on their ideas, solve challenges and learn new skills.

It is our 5th BrickHack, and we're focusing on innovating our hackathon; however, we can not do it without you. So come join us on February 16th and 17th of 2019 for hacking, swag, and the chance to make timeless brick-laden memories with our hackers.

### Why sponsor?

**Increase awareness** of **your brand** amongst students of top talent.

**Recruit student developers** who share **your company's passion**. They will demonstrate their creativity and technical ability in an exciting and high-energy environment.

**Share your technology** allowing students to utilize and expand on **your products** potential.

**Advertise positions you're hiring for** on our Devpost hackathon page and enable students to directly apply.

### How to get the most out of sponsoring:

**Send engineers and mentors** to interact more closely with students while they work on exciting projects using **your products and technologies**.

**Bring swag** to promote **your company** to hundreds of students. Exciting gifts include t-shirts, water bottles, blankets, towels and more. It is a great way to build **your brand** during and after the event.

**Give away a prize** to incentivize hackers to use **your technology** and share **your company values** throughout BrickHack.

**Sincerely,**

BrickHack Sponsorship Team

## What is it like being a BrickHack sponsor?



“It was a great opportunity for us to **connect and network** with Rochester’s **most creative** computer science students”

“It had a good vibe and the **range of products** was great!”



“The **API demo/tech talk** was great, I liked the format.”

“We liked the **positive atmosphere**, and that everyone was really **engaged and friendly**.”



More highlights: [brickhack.io/gallery/](https://brickhack.io/gallery/)

Photos by Brandon Peszko, courtesy of Major League Hacking powered by Dell and Windows

# Sponsorship Packages

Tiers are *flexible*

	\$0	\$500	\$1,000	\$2,500	\$5,000	\$7,500
General	Free	Support	Bronze	Silver	Gold	Platinum
Bring mentors	✓	✓	✓	✓	✓	✓
API / product exposure			✓	✓	✓	✓
Reserved table(s)			Shared	1	1	2
Sponsored side event <i>Tech talk, product workshop, mini game, etc.</i>				15 min	30 min	60 min
Opening ceremony intro <i>Brief API, product or company intro</i>					2 min	5 min
Sponsor a meal or snack <i>"Dinner by &lt;Your Company&gt;!"</i>					✓	✓
Present a BrickHack prize <i>Present our own category prize</i>						✓
Recruiting						
Instant Messaging <i>Direct communication with hackers</i>		✓	✓	✓	✓	✓
Material distribution			✓	✓	✓	✓
Attendee resumes & links				✓	✓	✓
Early resumes & links					✓	✓
Bring recruiters					✓	✓
Branding						
Bring swag	✓	✓	✓	✓	✓	✓
Branded award			✓	✓	✓	✓
Logo on volunteer shirts & website			✓	✓	✓	✓
Logo on campus posters				✓	✓	✓
Social media shout outs				1	2	3
Logo on shirts					✓	✓

## Free Tier – How does it work?

**Schedule a call with us to discuss. Spots are limited.**

## Alternate Ways to be a Sponsor

### Provide Transportation

Buses? Ride-sharing codes? Attendees may appreciate some assistance traveling to Brick City for the event!

### Hardware

Any kind of hardware that can be used by hackers during the hackathon, such as: 3D printers, electronic components, VR headsets, etc.

*MLH provides state-of-the-art computing hardware through their hardware lab program - learn more at [mlh.io/hardware-lab](http://mlh.io/hardware-lab)*

### Food / Snacks / Drinks

Our hackers need to stay nourished! Full meals, snacks, coffee, energy drinks, fruit, etc. are needed for the 24-hour period.

### White Boards

An open canvas for teams to visualize their thoughts and efficiently collaborate with others.

### Networking / Power

Basic necessities for getting our attendees online.

**Do you have an idea that isn't listed here? **Let us know!** We welcome any form of sponsorship.**