



CalvinHacks 2020 Sponsorship Packet

21-22 February 2020 | Calvin University

Mission Statement:

CalvinHacks' mission is to provide fun and educational events where talented and passionate students can use technology to create and experiment.

What is a Hackathon?

At a hackathon, attendees work in small teams over a 24 to 36-hour window to create something that they deem useful or enjoyable (popular examples are apps, websites, and hardware-centric systems). At the conclusion of the event, hackers have a chance to show off their projects and enter judging for the chance to win prizes. Accessibility is valuable to hackathons so we make CalvinHacks free to attend and meals are provided. It may be helpful to think of a hackathon as a "real-time science fair" (but with a lot of free food).

About CalvinHacks:

CalvinHacks is a student organization at Calvin University that hosts hackathons. Entering our second year, we are hoping to grow our attendance from 125 to 200 hackers as we continue to establish a tradition of fun and education hackathons in West Michigan.

Why Sponsor Us?

Recruiting

There is no better place or time to scout out talent than while they are hard at work, demonstrating the very skills that you are looking for. Unlike career fairs, you are interacting with potential hires while they are doing what they love. This way, you can truly tell if an individual would be a good fit for your organization.

Brand Recognition

Even if there aren't any products that you could demo at the event, getting your name, as well as what you do, out there to a community of passionate hackers is a surefire way to garner interest in your organization and expand your brand.

Product Testing

Instead of spending precious resources gathering end users to test your product on, bringing your product to CalvinHacks is a convenient way to expose it to a multitude of hackers and to receive instant feedback.

Sponsorship Levels:	Bronze \$750	Silver \$1500	Gold \$2500+
General			
Send Mentors	X	X	X
Bring API + Hardware (if applicable)	X	X	X
Tech Talks/Demos/Workshops		1 Slot	2 Slots
Company Representative as Judge		X	X
Hand Out Prizes			X
Opening Ceremony Slot			5 min
Recruiting			
Recruiting Table (+Recruiters)	X	X	X
Distribute Recruiting Materials	X	X	X
Recruitment Email		Post-Hack	Pre+Post-Hack
Access to Resumes		Post-Hack	Pre-Hack
Branding			
Logo on Website	Small	Medium	Large
Distribute Swag	X	X	X
Logo on T-Shirt	Small	Medium	Large
Sponsor A Meal			X

Note: This sponsorship chart is not set in stone. If you have other ideas regarding how you can contribute to CalvinHacks, please let us know!

Contact:

Email: hacks@calvin.edu

Phone: (558) 786-6683 (Brad Ritzema, CFO)

(616) 546-1729 (Elizabeth Koning, COO)