MasseyHacks IV

Sponsorship Prospectus

2017-2018
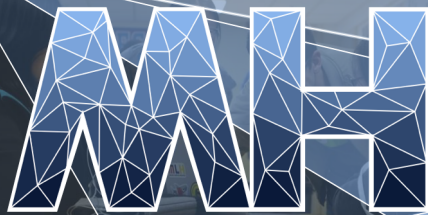
Dear Potential Sponsor,

MasseyHacks IV is Vincent Massey Secondary School's fourth annual hackathon and it will be held from April 28th - April 29th, 2018. Here at Massey, we started the first Major League Hacking (MLH) approved high school hackathon in Canada and we are proud to say that MasseyHacks IV will be our largest hackathon yet. We will be bringing in over 250 talented high school students from across Ontario and Michigan to collaborate and create amazing projects right here at Massey. From sophisticated software applications to life-changing hardware hacks, you can expect nothing short of innovation from the hackers at MasseyHacks IV.

Why Sponsor Us?

VISION

MasseyHacks wants to turn today's youths into tomorrow's pioneers of technology. We hope that by providing an environment that encourages learning, growth, inspiration, and motivation, we can help the ambitious students come closer to achieving their dreams.

GOAL

MasseyHacks IV wants to provide all hackers with the resources they need. Along with our amazing software workshops and mentors, we will be introducing more hardware workshops and the "Hacker WorkBench." Some of these workshops include "Intro to 3D Modelling" and "Soldering 101." The "Hacker WorkBench" will be our first tool room where we will provide 3D printers and various other tools so all hackers have access to what they need.

BRANDING AND EXPOSURE

High school students will get to experience your brand. If given the chance, these students can be using your API or product at our hackathon. This is the perfect opportunity for your company to market and receive valuable feedback. MasseyHacks has been featured on the Windsor Star, CTV News, CBC Radio and multiple other news outlets. In addition, we also promote this event through our social media and would love to give your company a shoutout.

USE OF MONEY

Funds raised will go towards t-shirts, food, prizes, travel reimbursements, and various event swag for hackers. If additional funding permits, we hope to send a bus up to the Greater Toronto Area to bring the brightest minds down to MasseyHacks IV.

WHAT CAN I GIVE?

There are many ways that sponsors can help out! Included below are the sponsorship tiers. Some ways you can help include providing hardware, food, and finalist prizes*. Let us know if you have other creative ways to support us! As a part of the non-profit organization, Greater Essex County District School Board, we can issue donation receipts if the sponsorship fund from your company is processed through the School Board.

Sponsorship Tiers

Tiers	Bronze	Silver	Gold	Co-Host*
Cost ($)	**> 500**	**1000**	**2000**	**5000**
GENERAL — Mentors on Site	✔	✔	✔	✔
Company Talk (API demo) during Opening		1 Min	2 Min	5 Min
Booth	✔	✔	✔	✔
Tech Talk/Workshop			✔	✔
Prize Category	✔	✔	✔	✔
Company Judge			1	2
Present Prizes to Hackers				✔
MasseyHacks, Co-Hosted by [You]				✔
BRANDING — Thanked at Opening/Closing	✔	✔	✔	✔
Size of Logo on Website	S	M	L	XL
Size of Logo on T-Shirt	S	M	L	XL
Distribute Swag	✔	✔	✔	✔
Swag in Welcoming Package		✔	✔	✔
Social Media Shout-Outs (Month Before Hackathon)		1	2	3
Social Media Shout-Outs (Month After Hackathon)				1
Logo on All Distributed Materials				✔
RECRUITING — Distribute Recruiting Materials	✔	✔	✔	✔
Access to Resumes/Githubs/LinkedIns			Post Event	Pre Event
Send Emails to Participants			Max 1	Max 3

*Max 3 sponsors at this tier

Interested?

Please contact us at sponsorship@masseyhacks.ca. All tiers are negotiable and we would be more than happy to discuss a custom tier for you. If you are interested in a perk that isn't a part of your tier, or if you would like to trade a perk for another, let us know and we'll see what we can do!

Tier List Description

Mentors

Sending mentors from your company is a great way for your company to interact with our hackers! The companies that will be remembered the most by our hackers will be the ones whose mentors helped them through any problems or bugs they encountered, and guided them to success. Please let us know in advance if you can send any mentors so we are ready for them.

Company Talk/API Demo

Your company talk/API demo during the Opening Ceremony is your chance to directly speak to the over 250 participants at MasseyHacks IV. With your allotted time, you can talk about anything you would want our hackers to know about your company or your product. We will also have audio equipment and a projector for any of your presentation needs.

Booth

Your booth will be your company's physical representation at our hackathon. The sponsor booths will be placed in an open location at our event to maximize your company's visibility. We recommend that you send a representative from your company (an evangelist or mentor) who will be able to talk about your company and answer any questions from our hackers. To best utilize this space, we recommend providing swag. Common items include pens, sunglasses, notepads, stickers, and t-shirts for the attendees to pick up as they visit.

Tech talk/ Workshops

A tech talk/workshop by your company is a great way for your company to educate our hackers in your products, give them career tips, or discuss entrepreneurial topics. If your company will not be able to send a representative, but you would still like to claim this perk, please let us know what you would like the workshop to be about and we can provide an organizer to run the workshop. Please send us your slides for the workshop before the event.

Company Judge

With this perk, your company will be able to send judges to select our top hacks from the project demonstration session at the end of the event. We recommend these judges to have some background in technology or entrepreneurship to provide the best possible judging for our event! A judging guide will be sent to these judges before the event. As the event approaches, we will contact you regarding how many judges your company may provide. It is guaranteed that your company will be able to send at least one judge.

Co-hosted by [You]

By co-hosting MasseyHacks IV, you and your company's name will be promoted in everything MasseyHacks IV does. This means that your name will come with every mention of our event by us. Your organization will gain the maximum exposure with this perk, especially since MasseyHacks IV is furthering Canada's journey into the world of computer science, which is constantly growing with potential employers, business partners, and markets.

Branding

Logos on all of our promotional materials will be scaled proportionally to the sponsorship tier you choose. Acknowledgements of your contributions will be made at the opening and closing ceremonies, which we will be live streaming through Youtube as well as Facebook. We will also be giving social media shout outs on our Facebook page and Twitter account. Possible external coverage would come from media outlets present at the event.