

# HackSMU february 1-2, 2020

## Sponsorship Information

### WHAT IS HACKSMU?



**HackSMU II** is Southern Methodist University's **second annual** 24-hour hackathon, an event that combines the functions of a tech conference, a career fair, and a start-up competition. We'd love for **YOU** to help kickstart one of many SMU hackathons to come.



A collaboration between the SMU Computer Science Club and Lyle School of Engineering, HackSMU was first held in 2019 by a group of students eager to see technological innovation and creativity thrive right here on our very own campus. After months of planning, we're getting close to our 2020 edition, but we need your help...

### WHY SPONSOR?



**ACCESS TO HIGH QUALITY STUDENTS** - SMU has small but rapidly growing engineering and computer science programs, and the solid depth of untapped tech talent here is undeniable. Don't miss the chance to obtain resumes and talk with students at HackSMU!



**MARKET YOUR BRAND** - sponsoring HackSMU will increase your brand recognition with our hackers. At our event, your logo, image, and message will reach a diverse audience of 200 or more highly motivated students in computer science, engineering, business, and more.



**IMPACT THE COMMUNITY** - you will be able to help students begin to discover how to use technology to improve the world in a meaningful way. A lot of students have the talent, but your direction and guidance can help our hackers learn how to code for good.



**BE A PIONEER** - ever since we attended our first hackathons, we've wanted to bring that spirit of unbridled innovation back to our own campus. This is a chance for your company to be one of the sponsors of a young event that will spark intellectual curiosity and foster technological talent for years to come.

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## Sponsorship Tiers

	\$2K BRONZE	\$3K SILVER	\$5K GOLD	\$8K PLATINUM	\$10K TITLE
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### GENERAL

Recognition at kickoff					
Sponsored API					
Sponsored table	1 table	1 table	1 table	1 table	2 tables
Side event					
Talk at kickoff			2 minutes	2 minutes	4 minutes
Closing keynote					4 minutes

### ENGAGEMENT

Distribute materials					
Recruiter present					
Sponsored tech talk					
Resume access					
Finalist judge				1 judge	2 judges

### BRANDING

Logo on website					
Logo on T-shirts					
Universal branding					

\* Bringing prizes, swag, and mentors is another way you can help out.