



HackSMU IV



April 16-17, 2022

Sponsorship Information

What is HackSMU?

HackSMU is Southern Methodist University's 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 fund our fourth annual hackathon.

A collaboration between the SMU Computer Science Club and Lyle School of Engineering, HackSMU was created 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 close to pulling it off, but we need your help...

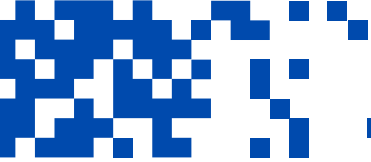
Why Sponsor?

ACCESS TO HIGH QUALITY STUDENTS - SMU 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 250 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 for a well renowned event that will spark intellectual curiosity and foster technological talent for years to come.



Sponsorship Tiers

General:

	Bronze (\$1k)	Silver (\$2k)	Gold (\$5k)
Applicant Resumes	✓	✓	✓
Recognition at Kick-off	✓	✓	✓
Sponsored Challenge		✓	✓
Talk at Kick-off		✓	✓
Talk at Closing Ceremony			✓

Engagement:

Distribute Materials	✓	✓	✓
Recruiter Present		✓	✓
Side Event		✓	✓
Finalist Judge			✓

Branding:

Logo on Website	✓	✓	✓
Logo on T-shirt		✓	✓
Sponsor Banner			✓

*Bringing prizes, swag, and mentors is another way to help out