



HACKISU[®]

presented by Cy™ Make

March 23 – March 25, 2018

Iowa State University | Ames, Iowa

2710 South Loop Drive | Vermeer Applied Technology Hub

hack-a-thon

/ˈhakəˌTHän/

an event, typically lasting several days, in which a large number of people meet to engage in collaborative computer programming

Our mission:

Our mission is to provide a welcoming and supportive environment to all students, new and old, who are interested in learning something new. HackISU strives to connect students with opportunities to experience technology in a rapidly growing technology based world.

What is HackISU?

HackISU is a 36-hour event hosted at Iowa State University where college students from around the country compete to create innovative hardware and software projects. In October 2017, we hosted our eighth HackISU event. More than 420 students attended, making it our largest hackathon to date. We are planning to see continued growth for our HackISU event this upcoming spring 2018.

HackISU is completely free for students to attend. This gives any interested student the ability learn, create, and have fun during our event. Throughout the weekend, students display their skills as they aim to impress and compete to make brand new ideas a reality. The event gives attendees the opportunity to utilize their knowledge and skills to help solve problems or make useful applications. HackISU presents a unique service to students in the Midwest by providing a means of collaboration in which students connect with other students, learn new skills, and interact with sponsoring companies.

How does sponsorship help?

Food/Drinks: With hundreds of students attending HackISU for over 36 hours, we will need to provide full meals, ample snacks, and their favorite drinks to keep attendees energized, healthy, and hacking throughout the 36 hours. Sponsorship goes directly towards providing these to attendees.

Swag: We love giving a bit of HackISU pride to each attendee. Giving students something to remember the weekend by like clothing, stickers, etc. (what we affectionately call 'swag'), is an important part of the event and without sponsors we could not provide these perks to our attendees.

Prizes: We reward the hard work and talent of the students with an ample amount of prizes. Sponsoring these prizes is a great way to encourage students to develop their hack using your API, platform, or company vision.

What are the benefits?

Recruiting: With over 420 of the most talented and motivated students around, HackISU provides a perfect avenue for meeting developers, designers, and entrepreneurs. At HackISU, we attract driven students who are looking to use their skills to solve problems or make something new on their own time. HackISU is one of the only times during the busy semester where students are gathered in one place to work for an entire weekend.

Product Showcase: If you have an API, hardware, or any other technical product you are looking to get other developers to try, HackISU has over 420 participants ready to be early adopters. With a highly technical focus, attendees are often the best and fastest way to gather feedback on tech products from the people who know them best. In the past, some of our best projects utilized sponsor tech, and we would love to have yours be the foundation of some great projects.

Branding: HackISU provides a great platform to showcase your company to a great group of future tech professionals. Whether you are looking to expand an already present brand, show off the technical side of your company, or something else, we love our sponsors and so do HackISU's attendees.

Sponsorship Packages

Sponsorship Benefits	Grey	Red	Gold	Rainbow
	\$	\$	\$	\$
General				
Distribute Swag				
Sponsor a Prize				
Send Mentors				
Activities				
Host an Event				
Judge Final Demos				
Lightning Talks (15 min)				
Tech Talks (30 min)				
Sponsor Semester Event				
Recruiting				
Recruiting Materials				
Resume Access				
Personal Booth				
Branding				
Logo on Website				
Opening/Closing Mention				
Logo on T-Shirt				
Branded Meal				
Private Interview Room				
Opening Ceremony Talk (5 min)				
HackISU Co-hosted by you				

If there is a sponsor benefit that you would like to see included, please do not hesitate to reach out to us.

More questions?

Check out our [Sponsorship FAQ](#) or email us at hackiowastate@gmail.com

Glossary:

Custom Prizes: Sponsors provide a prize (monetary, physical, or maybe an interview) and award it to the team of your choice.

Host an Event: Host an activity during our Hackathon! This could be anything from special networking hour to a competitive rock-paper-scissors tournament. If you would like ideas, team HackISU would love to brainstorm with you!

Lightning/Tech Talk: A 15/30-minute talk to highlight a particular piece of technology attendees can use during HackISU (potential topics: git, accessible web design, database setup).

Mentors: A person you send to help attendees with software, hardware, design, your API, etc.

Recruiting Materials: Information about careers or internships at your company for attendees.

Semester Events: HackISU will be hosting Hack Nights throughout the semester that gives students an evening to dive into a project for a few hours.

Swag: We like to use this to refer to branded items given away for free (i.e shirts, stickers, hats, etc.).