



HACKISU[®]

presented by Cy *Name

October 19 – October 21, 2018

Iowa State University | Ames, Iowa

2710 South Loop Drive | Vermeer Applied Technology Hub

hack-a-thon

/ˈhækəˌTHän/

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 tenth anniversary of HackISU this upcoming fall 2018.

HackISU is completely free for students to attend. This gives any interested student the ability to 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 plenty of their favorite drinks to keep attendees energized, healthy, and hacking throughout the 36 hours. Sponsorship goes directly toward providing these to attendees.

Swag: We love giving a bit of HackISU pride to each attendee. We do this by giving students something to remember the weekend by with clothing, stickers, etc. (what we affectionately call 'swag'). It's 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 number of prizes. Sponsoring these prizes is a great way to encourage students to develop their hack using your API, platform, or company vision.

Leadership Development: We want to give organizers the opportunity to develop their leadership through attending conferences like Major League Hacking (MLH)'s hackcon. Hackcon gathers organizers of hackathons throughout the nation for a weekend long event to collaborate and learn from each other.

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	Babbage	Lovelace	Atanasoff	Hopper
	\$	\$	\$	\$
General				
Distribute Swag				
Sponsor a Prize				
Send Mentors				
Activities				
Host a Mini-Event	1	2	2	3
Judge Final Demos				
Tech Talks (30 min)				
Semester Workshop				
Opening Keynote (5 min)				
Recruiting				
Recruiting Materials				
Personal Booth				
Resume Access				
Private Interview Room				
Branding				
Logo on Website	S	M	L	XL
Opening/Closing Mention				
Logo on T-Shirt				
Host a Snack				
Social Outreach Advertising				
Area Named After Company				
Promotional Video Showcase				
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 Squirrel Stickers: As a part of our swag we hand out stickers of our squirrel logo, and we can create customized ones with your company colors.

Host a Mini-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!

Host a Snack: Host a snack during our Hackathon to keep the participants happy and energized throughout the event.

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

Opening Keynote: Speak to participants about what your company does, where it is going and who you're looking for to hire.

Promotional Video Showcase: Show participants the day in the life of your company, what you all do, and much more!

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

Semester Workshop: HackISU will be hosting Hack Nights throughout the semester giving students an evening to dive into a project for a few hours to help prepare them for the hackathon by giving potential ideas or new skills.

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

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

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