Nonprofit
Sponsorship Prospectus

2020 – 2021 / hacktheu.org

Empowering the Utah technology community to innovate and build great solutions for the world's biggest problems for five years straight!

About
HackTheU

Hello! We're HackTheU, a nonprofit dedicated to providing a venue for creative expression through technology and empowerment in the Utah community through technology education. We're most well known for our Hackathons: the largest in the state of Utah. Our hackathons and workshops unite students with industry mentors to equip them with the skills they need to make great projects to solve big problems. With over 500 attendees at our 2019 hackathon, we hope to continue our growth in upcoming events.

We need sponsors like you to make these large events possible. Your contributions help student ideas come to life, and HackTheU provides a unique opportunity for your company to connect rising tech talent with your product, APIs, and engineers.

HackTheU is Utah's largest and most popular hackathon, empowering students to build innovative projects since 2016.

In hackathon sprints, developers have launched millions of dollars in technology product, including the Facebook Like button and GroupMe. Leading technology companies like Google and Microsoft famously host internal hackathons to spark new creativity for their products.

In 2020, what's new?

New Collaborations

HackTheU is planning new workshops with industry partners like Twitter and Google Cloud to help Utah students learn industry skills in cloud computing, infrastucture, and cybersecurity. We're also collaborating with other nonprofits to help local refugees learn technology skills.

New Flexibility

To adapt to the current global pandemic, HackTheU has worked hard to ensure students can still participate in the hackathon learning experience in a safe setting. We've set up new infrastructure to support workshop streaming, online hackathon submissions, online 24 hour mentoring, and improved our home grown online chat platform to foster a community from the comfort of home.

New Global Community

Moving our events into the virtual space, our community of creators has expanded from students developing their skills in the state of Utah to bright minds from around the world seeking out our events. Students from India, China, Japan, and Europe are coming to collaborate with Utah students to foster their passions and connect with mentors.

Sponsorship
Benefits

Mentor Utah's Brightest Engineers

Mentorship is an excellent way for companies to directly interact with students throughout the entire event. Mentorship is integral for participants to gain valuable industry wisdom, and also for companies to cultivate local technology talent.

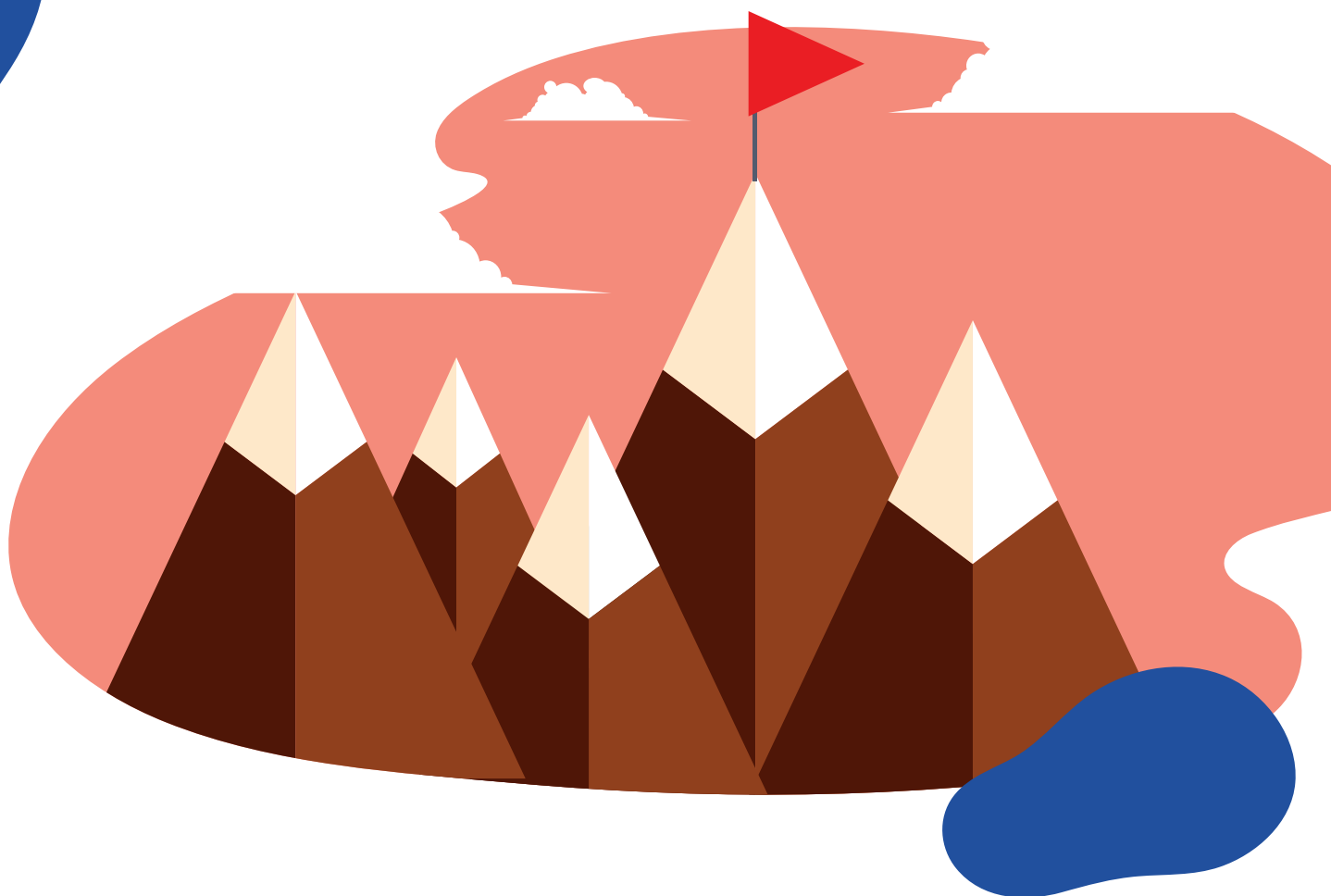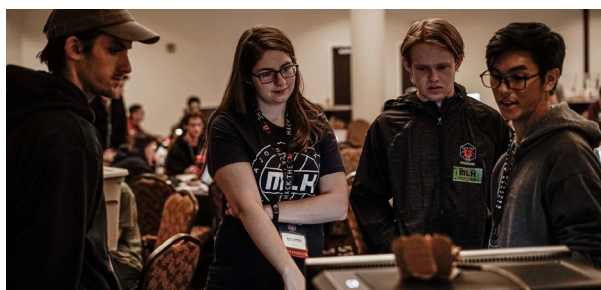### Promote your APIs, advertise your products, and host workshops

By providing participants with your company APIs and showcasing your latest and greatest products, you'll be cultivating a team of developers familiar with your technology stack and ready to implement your products in their future careers.

Provide promotional swag

Be it laptop stickers, pens, water bottles, or cards, anything goes! Developing brand recognition with participants is a great way to build rapport among them and their peers!

Reaching for New Heights
on Silicon Slopes

Sponsorship Tiers

	Copper †	Bronze $1,000	Silver $3,000	Gold $5,000
GENERAL				
Host Talks and Workshops ★	●	●	●	●
Send Mentors ★	●	●	●	●
Private Chat Channel ★			●	●
RECRUITING				
Send Recruiters ★		●	●	●
Access to Resume Bank After Hackathon			●	●
Host Private Video Interviews ★				●
Access to Resume Bank Before Hackathon				●
BRANDING				
Provide Prizes	●	●	●	●
Provide Swag ★	●	●	●	●
Logo on Slideshow		●	●	●
Logo on Website		●	●	●
Verbal Kickoff Mention ★			●	●
Logo on T-Shirts			●	●
API Distribution and Contests				●
Social Media Collaboration and Blog Articles				●
Logo on Marketing Material and Social Media				●
MISC				
Collaboration on Fall Semester Workshop				●
Collaboration on Spring Semester Workshop				●
Additional Event Collaboration				●

★ Indicates during our 24 hour hackathon.

† For non-monetary sponsorships (prize donations, etc)

Our Past Sponsors

GALILEO

MLH — MAJOR LEAGUE HACKING

esri — THE SCIENCE OF WHERE

Goldman Sachs

L3 Technologies

ASUU

twitch

Best Friends SAVE THEM ALL

Google

Sorenson Center for Discovery & Innovation — THE UNIVERSITY OF UTAH

O.C. TANNER — Recognition. Culture. Worldwide.

Microsoft

DELL EMC

STEM ACTION CENTER U·T·A·H

qualtrics

ANONYOME LABS

INSTRUCTURE

CONNEXIONPOINT

GitHub

Promoting a **technology community** within higher education and industry throughout the state of Utah by hosting free events, workshops, and hackathons.

Any questions?
Contact us!

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