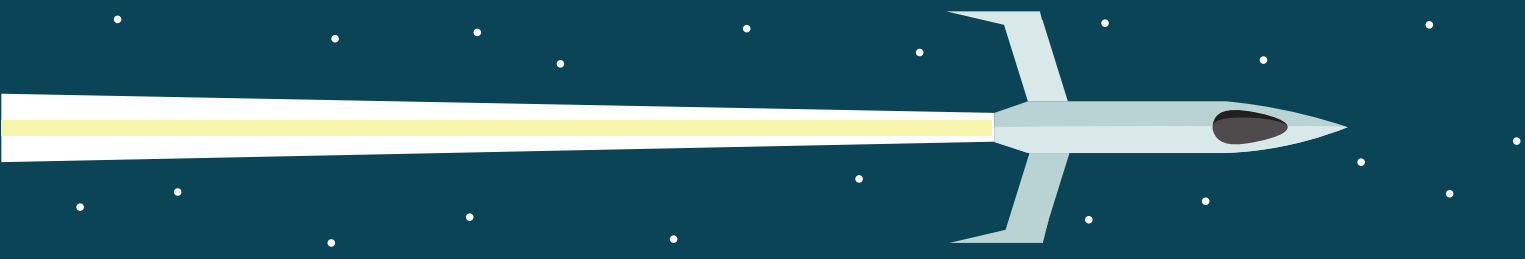# HACK NC 2019
## SPONSORSHIP PACKET

## Dear Potential Sponsor,

HackNC is an annual, student-run hackathon hosted by the University of North Carolina at Chapel Hill. Every fall, 600-800 students arrive at UNC to spend the weekend inventing something amazing. HackNC is affiliated with Major League Hacking (MLH), and we're one of the largest hackathons in the southeastern United States.

As an entry-level hackathon, we pride ourselves on making HackNC accessible for everyone. We want the first-year who just learned about "while" loops to have as much fun as the senior with published research. And, because UNC is both a top 25 CS school and a large public university, we can happily say that we have representatives from both groups.

Our 24-hour software development challenge doesn't just require an academic understanding of computer science; it requires creativity, perseverance, and quick thinking. HackNC provides everything that our hackers need to be successful. We're responsible for more than housing and feeding participants. We hold workshops, product demos, and tech talks; we provide hackers with speciality hardware and software during the event; we make sure everyone leaves with a t-shirt and a sticker! We're grateful to our sponsors, who are the reason that all of this is possible.

Of course, sponsoring a large hackathon like HackNC is more than a good deed for the next generation of programmers. The HackNC team works hard to ensure that our corporate partners benefit just as much as we do from the relationship. Sponsors can expect everything from resume access to a reserved hackathon booth to the chance to hold a keynote speech. You'll not only connect with the top tech talent in the Eastern US; you'll watch them use your product to make something incredible.

Please see below for a detailed explanation of our sponsorship tiers.

If you have any questions, please feel free to reach out to us at sponsorship@hacknc.com. We want you to be just as excited as we are for HackNC 2019!

Best,
Team HackNC

# Sponsorship Tiers

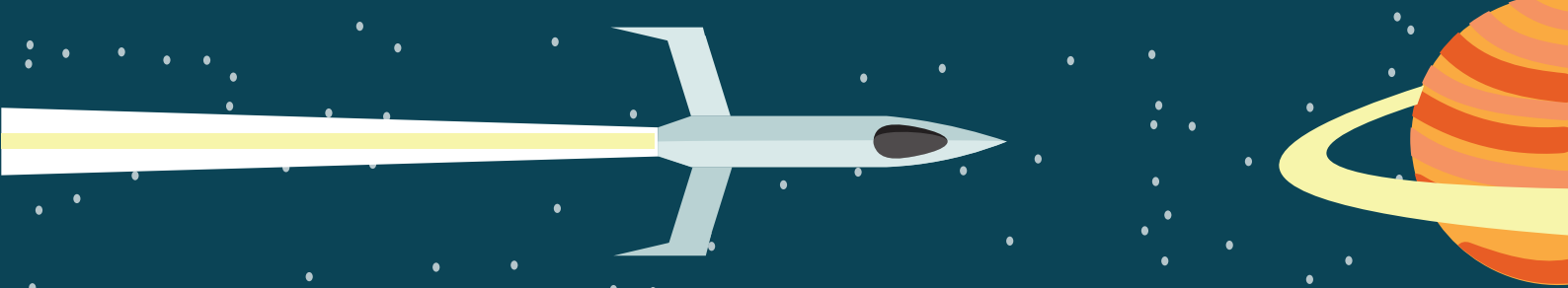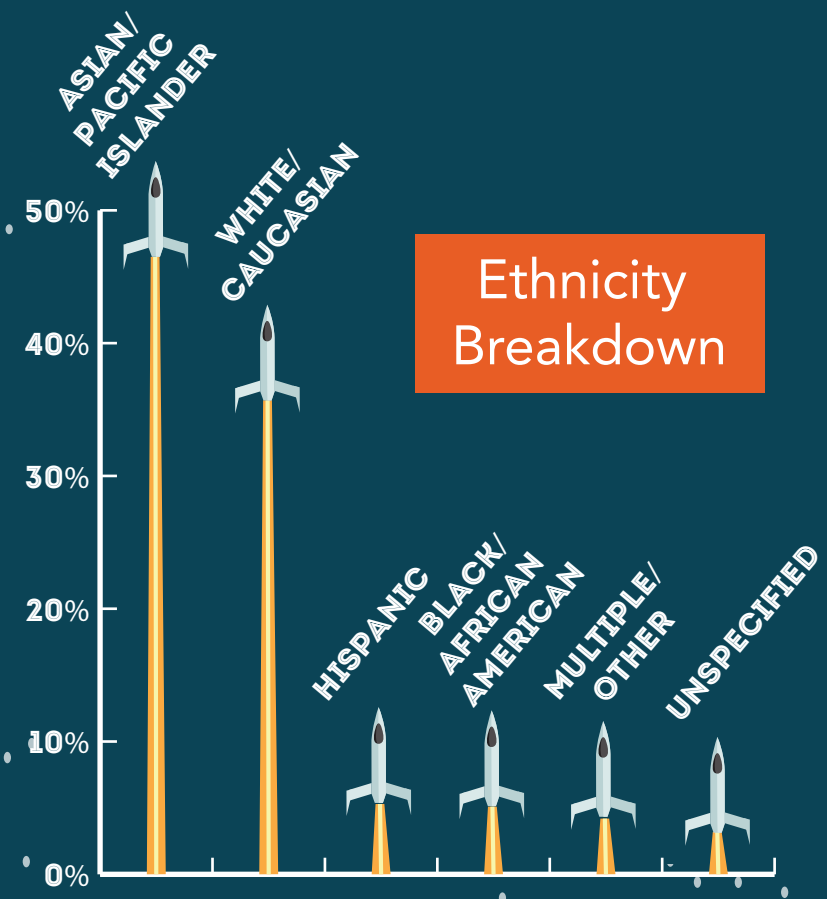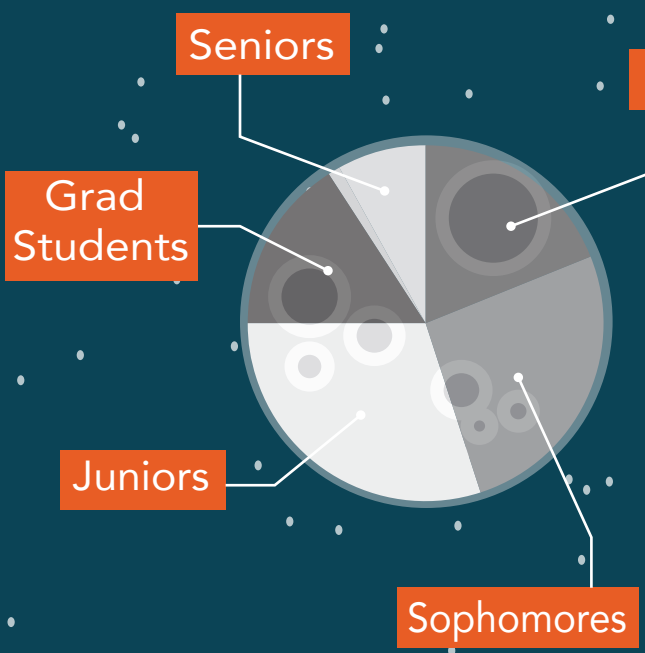| | White Dwarf $2500 | Red Giant $5000 | Super-Nova $8500 |
|---|:---:|:---:|:---:|
| **Representation** | | | |
| Host Table at Career Fair | ✓ | ✓ | ✓ |
| Access Sponsor Lounge | ✓ | ✓ | ✓ |
| Provide Mentors | ✓ | ✓ | ✓ |
| Provide Judge | | ✓ | ✓ |
| Hold Tech Talk | 1 | 2 | 3+ |
| Hold Workshop | 1 | 2 | 3+ |
| Grouped Social Media Shoutout | ✓ | ✓ | ✓ |
| Thanked at Opening and Closing Ceremonies | ✓ | ✓ | ✓ |
| Individual Sponsor Social Media Shoutout | | | ✓ |
| Give Speech at Opening and Closing Ceremonies | | | ✓ |
| **Recruiting** | | | |
| Distribute Recruiting Material | ✓ | ✓ | ✓ |
| Send Recruiter | 1 | 2 | 3+ |
| Access Résumés After HackNC | ✓ | ✓ | ✓ |
| Access Résumés Before HackNC | | T-3 days | T-1 week |
| Send Recruiting Email to Participant Email List | | ✓ | ✓ |
| Access Résumés Instantly | | | ✓ |
| Hold On-Site Interview | | | ✓ |
| Hand Out Welcome Packets at Check-In | | | ✓ |
| **Branding** | | | |
| Logo on HackNC Website | ✓ | ✓ | ✓ |
| Logo on HackNC T-Shirt (Arranged By Tier) | ✓ | ✓ | ✓ |
| Distribute Branded Swag | ✓ | ✓ | ✓ |
| Sponsor General Category Prize | | ✓ | ✓ |
| First Pick for Company Sponsored Prize | | | ✓ |
| Pre-Event Newsletter Feature | | | ✓ |

# In 2018, HackNC drew hundreds of students, from…

**21** universities

UNC, UNCC, App State, NC State, Duke, UNCG, Johns Hopkins, and more…

**26** majors

Computer Science, Mathematics, Finance, Economics, Biology, Public Health, Engineering, and more…

Seniors

1st Years

Grad Students

Juniors

Sophomores

**1/3** of students identified as female or non-binary

## Ethnicity Breakdown

ASIAN/PACIFIC ISLANDER

WHITE/CAUCASIAN

HISPANIC

BLACK/AFRICAN AMERICAN

MULTIPLE/OTHER

UNSPECIFIED

50%

40%

30%

20%

10%

0%