



Sponsorship Information

brickhack.io | sponsorship@codeRIT.org

February 11-12, 2017

BrickHack is Rochester Institute of Technology's annual collegiate hackathon. This spring, 400 students from RIT and surrounding schools and cities will gather at RIT's Clark Gym for a 24-hour programming competition.

BrickHack is hosted by codeRIT, a student-run hackathon organization. We partner [with Major League Hacking \(MLH\)](#), the official student hackathon league that supports over 200 events across the globe. Between our dedication and the exceptional experience from MLH, our event is the best way for you to connect with students in an energetic, collaborative environment.

Hackathons have grown tremendously in recent years. Top talent from universities worldwide attend to build incredible projects over the span of a weekend. Your company will share the floor with these students, working with them to build apps powered by your API, framework, or product. A BrickHack sponsorship is your most **efficient recruiting tool** for RIT and surrounding schools.

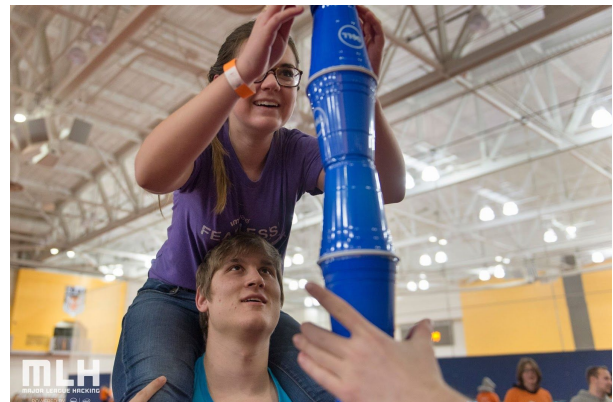
Why sponsor?

- **Gain student awareness** of your brand among top student developers and connect with top talent!
- **Recruit student developers** who catch your eye. They'll be busy demonstrating their technical and teamwork skills in a high-energy and fast-paced environment!
- **Test your APIs** and give demos. Students can utilize your products to create something new and unimaginable!
- **Run workshops and tutorials.** Nothing catches students' eyes more than technologies and talks from those in industry.

Get the most out of your sponsorship

- **Send company engineers and mentors** to interact with and educate students about your product. Having engineers on-site gets attendees using your product quickly and enables you to gather feedback as well.
- **Bring swag** to give away at your company booth. T-shirts, stickers, pillows, playing cards, water bottles, and more make exciting gifts for students, and is an easy way to build your brand both during and after the event.
- **Give away a prize** to incentivize hackers to use your technology and/or incorporate your brand values throughout the weekend.

Highlights from previous years



More highlights: brickhack.io/gallery/

Sponsorship Packages

sponsorship@codeRIT.org

	\$1,000	\$3,000	\$5,000	\$7,500
General	Bronze	Silver	Gold	Platinum
Mentors present	✓	✓	✓	✓
API / product exposure	✓	✓	✓	✓
Reserved table(s)	Shared	1	1	2
Talk after opening ceremony <i>API intro, company info, talk, etc. during the first few hours of the event</i>		5 min	10 min	10 min
Intro at opening ceremony <i>Company info, brief demo, etc.</i>			3 min	7 min
Sponsored side event <i>Tech talk, mini game, etc.</i>			30 min	60 min
Sponsor a meal or snack <i>Title existing meal, "Dinner by CompanyX!"</i>			✓	✓
Present a BrickHack prize <i>Present one of our own category prizes</i>				✓
Recruiting				
Material distribution	✓	✓	✓	✓
Bring recruiters		✓	✓	✓
Attendee resumes & links		✓	✓	✓
Early access to resumes & links			✓	✓
Branding				
Bring swag	✓	✓	✓	✓
Branded award	✓	✓	✓	✓
Logo on shirts & website	✓	✓	✓	✓
Logo on campus posters		✓	✓	✓
Social media shout outs		1	2	3
Logo on volunteer shirts			✓	✓

We asked our attendees,
“What was the **best part** of BrickHack?”

“Meeting people in **industry**.”

“The time I spent coding with my **friends**.”

“Sponsor members **interacting with the hackers**.”

“Getting to use technology **I didn't otherwise have access to**.”

“I enjoyed all of the **companies**! They were all **friendly and helpful**. The swag was nice too!”

“**The people**.”

“Lots of hackers **coming together, networking and building stuff**”

Other forms of sponsorship

Tiers are flexible, and we welcome any form of sponsorship. Reach out to us at sponsorship@codeRIT.org with any questions! Below are a couple examples:

Mentors

Nearly every hackathon attendee tries out a new technology! Mentors have a huge impact on these students, all while establishing a strong, respectable company presence.

Hardware

Any kind of hardware that can be used by hackers during the hackathon, such as: 3D printers, electronic components, VR headsets, etc.

Note: MLH brings a number of items in their hardware lab - check what's coming at mlh.io/hardware-lab

Food / Snack / Drink

Our hackers need to stay nourished! Full meals, snacks, coffee, energy drinks, fruit, etc. are needed for the 24 hour period.

White Boards

An open canvas for teams to visualize their thoughts and efficiently collaborate with others.

Networking / Power

Basic necessities for getting our attendees online.

Have something that isn't listed here? We'd love to talk!