Jamhacks

SPONSORSHIP PACKAGE

June 9th - 11th, 2023

In-Person
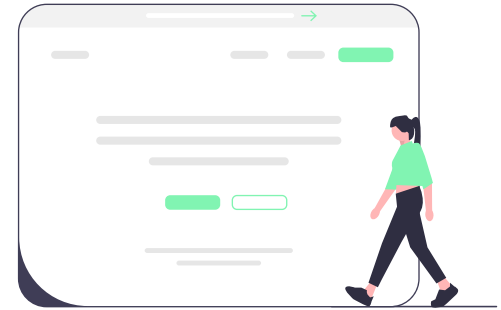
https://jamhacks.ca

finance@jamhacks.ca

WATERLOO'S LARGEST HIGH SCHOOL HACKATHON

JAMHacks VII will be taking place late May/early June in 2023, where more than 200 high school students will gather for a full weekend of learning, creating, and innovating. In contrary of last year, the event will be back to fully in-person this year!

JAMHacks participants, or "hackers", will have 36 hours to invent and build any tech-related project—an app, a game, a website, a robot, a gadget, or anything else they'd like. They will then pitch it to a panel of judges to compete with fellow hackers.

As a high school hackathon, our mission is to inspire high school students to explore and pursue innovation and careers in technology. Together, let's prove why Waterloo is internationally-recognized as a foreground for innovation!

JAMHACKS VI: OUR RESPONSE TO GOING HYBRID

JAMHacks V ran virtually for the first time in May 2021, which inevitably reduced the degree of involvement for in-person hackathons. However, with the gradual province re-opening last year, our team worked very hard on a hybrid JAMHacks VI, virtually and in-person at our University of Waterloo E7 venue, to make the hacking experience as meaningful as possible. This includes:

- Holding in-person as well as live-streamed interactive workshops over online video conferencing software
- Providing dedicated Discord text channels where hackers can communicate with a specific sponsor to gain information about their products, career options, etc.
- Providing hackers with the opportunity to pitch to a panel of judges and respond to questions live

This year, with the exclusively in-person format, we will be able to revive the JAMHacks and hackathon experience and excitement. The past year marks our biggest event so far, and we are determined to make it even better this year, with even more opportunities for innovation! Below are some statistics from JAMHacks VI:

300+ registrations

150+ high schools

60 projects

WHY SPONSOR JAMHACKS?

Connecting with Young Innovators:

JAMHacks is many high school students' first hackathon: a special and unforgettable experience. This is a unique opportunity for you to make an early and lasting impression on our participants.

Branding and Exposure:

You will be recognized for supporting the next generation of developers and makers. Additionally, if you bring your API or product, participants will gain first-hand experience with it. Many hackers do go on to work in the tech industry and are likely to continue using your product in the future!
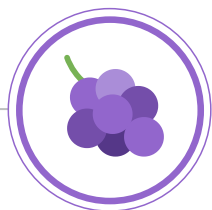
Recruitment:

JAMHacks gathers the brightest and most talented young developers and engineers from the Waterloo Region and beyond into one place. With such an environment that fosters learning and innovation, our hackers are sure to demonstrate talents and skills that are valuable to companies like yours.
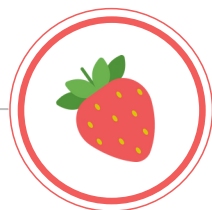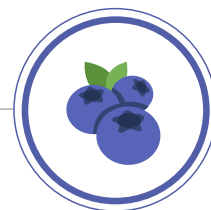
SPONSORSHIP TIERS
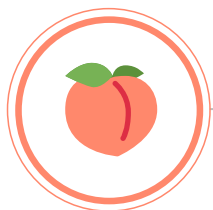
	Peach $600	Grape $1200	Strawberry $1600	Blueberry $2000
YOUR BRANDING				
Logo on Website and T-Shirts	small	medium	large	huge
Logo on Select Promotional Material	small	medium	large	huge
Distribute Swag	✓	✓	✓	✓
Thanked at Opening Ceremony	✓	✓	✓	✓
Shout-Outs on Social Media		✓	✓	✓
YOUR INVOLVEMENT				
Mentors Sent	max. 2	max. 4	unlimited	unlimited
Sponsor Booth / Discord Channel	✓	✓	✓	✓
Company Judge(s) Sent			✓	✓
Remarks at Closing Ceremony				✓
YOUR PRODUCTS				
Run Workshop		1	2	3
Demo/Talk at Opening Ceremony		1 min	2 min	5 min
Provide a Custom Award (e.g. API Prize)			✓	✓
RECRUITMENT				
Distribute Recruiting Material		✓	✓	✓
Access to Resumes & GitHub/LinkedIn Profiles		post-event	pre-event	pre-event
Send Email to All Participants		✓	✓	✓

Mentors

Mentors make a hackathon great! Sponsors that provide mentors will be remembered most by hackers as they help them through roadblocks and bugs they encounter, ultimately guiding them to success.
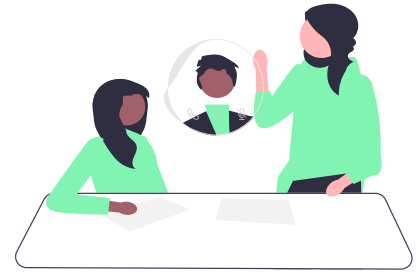
Company Judge

You or a representative from your company will have the opportunity to see all of the projects and help select the winners (including the winner of your custom award, if you choose to provide one)! We recommend that judges have some background in technology or entrepreneurship in order to make informed judging decisions.

Workshops

Workshops are an ideal way to spread awareness and provide experience with your technology and business: you can teach young hackers about the development of innovative skills, the know-hows of your product, or even simply discuss innovation and entrepreneurship. This is also a chance to interact with our hackers live and introduce your company to them.

Sponsor Booth / Discord Channel

A dedicated sponsor booth and/or a Discord text channel are excellent ways for you to communicate with our hackers at JAMHacks VII. Network, pitch, or demonstrate the offerings of your company however you'd like!

Non-Monetary Sponsorships

We equally value sponsorships that comprise your company's offerings or opportunities (e.g. participation in a startup bootcamp) for our hackers! The assignment of sponsorship tiers to non-monetary sponsors will be up to our discretion.

Custom Award

This could be a general prize (e.g. "Best Hardware Hack" or "Best Pitch"), or a more specific prize such as an API prize ("Best use of [Your API]"). The award that you provide will be credited toward your sponsorship contribution.

INTERESTED?

Email us at finance@jamhacks.ca. All sponsorships are negotiable, and we are more than happy to discuss details or work out a custom sponsorship opportunity for you!