



# Sponsorship Package

April 14–15, 2018

Sir John A. Macdonald Secondary School  
Waterloo, Ontario

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## What is JAMHacks?

JAMHacks 2 is Waterloo's biggest high school hackathon! On April 14-15, we are bringing together 200 students from high schools all over Ontario for a full weekend of creating, learning and innovating. Participants ("hackers") will get the entire 24 hours to invent and build a software or hardware project, and then show it off to a panel of judges as well as their fellow hackers.

As a high school hackathon, our mission is to inspire more high school students to explore and pursue truly innovative projects and careers in technology. With your help, we can show them firsthand why Waterloo is internationally recognized for innovation.

# Why Sponsor JAMHacks?

**Connect with young computer scientists.** For many participants, JAMHacks will be their first hackathon, a special and unforgettable experience. This is a unique opportunity for you to make an early impression on our participants.

**Branding and Exposure.** You will be recognised for supporting the next generation of developers and makers. Additionally, if you bring your API or product, participants will get firsthand experience with your product and are likely to continue using it in the future.

**Recruit.** We are gathering Waterloo Region's brightest and most talented young developers and engineers into one place, and giving them a perfect environment to demonstrate their skills. See the available perks for recruiting below, or contact us—Everything is negotiable.

Note: Monetary contributions are tax deductible through the Waterloo Education Foundation Inc., a registered charitable foundation which is part of the Waterloo Region District School Board.

## Past Events

In April 2017, we hosted JAMHacks, Waterloo's first hackathon organized entirely by high school students, for high school students. Over 100 students, some from as far as Toronto, Mississauga and Windsor, came out for the 12-hour event. Even in such a short amount of time, our hackers created a wide array of impressive projects, such as a physical light-up chessboard.



Sponsorship Tiers	Peach	Grape	Strawberry	Blueberry (Co-Host)*
Amount (or equivalent goods/services)	\$500	\$1000	\$2000	\$4000
<b>Your Branding</b>				
Logo on Website and T-Shirts	Small	Medium	Large	Huge
Distribute Swag	✓	✓	✓	✓
Thanked at Opening Ceremony	✓	✓	✓	✓
Shout-outs on Social Media		✓	✓	✓
Logo on Posters and Other Promotional Material			✓	✓
JAMHacks, Co-Hosted by [You]				✓
<b>Your Involvement</b>				
Send Mentors/Evangelists	Max. 2	Max. 4	Unlimited	Unlimited
Sponsor Booth		✓	✓	✓
Company Judge			✓	✓
Direct Involvement in Planning				✓
Remarks at Closing Ceremony				✓
<b>Your Products</b>				
Demo or Talk at Opening Ceremony		Short (2 min)**	Short (2 min)	Long (5 min)
Run a Workshop			✓ (Pick one)	✓
Custom Award (ex. API Prize)				✓
<b>Recruiting</b>				
Distribute Recruiting Material		✓	✓	✓
Access to Resumes and GitHub/LinkedIn Profiles		Post-event	Post-event	Pre-event
Send Email to All Participants			✓	✓

\* Maximum 1 sponsor at Blueberry tier.

## Mentors

A mentor is a great way to interact with and gain recognition among hackers. The people and companies that will be remembered most by hackers will be those who helped them through any roadblocks and bugs they encounter, and guided them to success.

## Sponsor Booth

Your booth is your company's physical representation at our hackathon. We recommend that you send at least one representative (mentor/evangelist) from your company who can tell hackers about your company and answer their questions. To best utilize your space, we recommend providing swag (pens, notepads, stickers, stress balls, t-shirts, etc.) for attendees to pick up when they visit your booth.

## 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 to provide the best possible judging for our event.

## Workshop

By hosting a workshop or "tech talk", you can educate our hackers and promote your company's image at the same time! You could teach hackers how to use your product, teach a general skill, or discuss technology or entrepreneurship.

## Custom Award

This could be an API prize ("Best use of [Your API]"), or it could be a more general prize, like "Best Hardware Hack" or "Best Environmental Impact Hack". You will provide the reward but we will credit the value of your reward (cash value or equivalent retail value) towards your sponsorship contribution, up to a maximum of \$1000. If you wish to provide an intangible reward, we can discuss how to credit it towards your sponsorship.

## Interested?

Send us an email at [sponsor@jamhacks.ca](mailto:sponsor@jamhacks.ca). All sponsorships are negotiable and we would be more than happy to discuss details, or work out a custom sponsorship opportunity for you!