



METROHACKS V

SPONSOR GUIDE

Why Sponsor?

MetroHacks is the largest high school hackathon in the Northeast, organized for high school students, by high school students. In 2020, we're growing our attendance to 450 hackers from New England, and various other states.



Experimentation

At MetroHacks, you can test your API's with students of varying ages and experience. At MetroHacks your product will be in exposed to hundreds of eager, intelligent students who will utilize your products for their projects in creative and diverse ways.

Inspiration

Every student remembers their first hackathon. As a sponsor of MetroHacks, you have the opportunity to make a lasting impact on a new generation of creative thinkers and engineers, and bring computer science education to a diverse group of talented people.

Recognition

At MetroHacks, you can put your product and brand in front of hundreds of receptive, enthusiastic high schoolers. Get a chance to mentor future innovators and builders, and market your product at the same time.

"We loved being able to support & identify brilliant students with great ideas at MetroHacks. We want to be able to take those ideas to the next level!"

– 2016 Sponsor



Sponsorship Tiers

| | Bronze | Silver | Gold | Diamond | Title |
|-------------------------------|--------|---------|---------|---------|--------|
| | \$750 | \$1,500 | \$3,000 | \$6,000 | TBD |
| General | | | | | |
| Bring hardware | ✓ | ✓ | ✓ | ✓ | ✓ |
| Send mentors | ✓ | ✓ | ✓ | ✓ | ✓ |
| Bring promotional materials | - | ✓ | ✓ | ✓ | ✓ |
| Bring on-site recruiters | - | - | ✓ | ✓ | ✓ |
| Get hacker contact info | - | - | After | Before | Before |
| Get hacker resumes | - | - | After | Before | Before |
| MetroHacks: co-hosted by you | - | - | - | - | ✓ |
| Branding | | | | | |
| Bring and distribute swag | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on T-shirts | - | ✓ | ✓ | ✓ | ✓ |
| 30-minute product demo | - | ✓ | ✓ | ✓ | ✓ |
| Banners at events | - | ✓ | ✓ | ✓ | ✓ |
| Blurb in program | - | - | ✓ | ✓ | ✓ |
| Sponsor booth | - | ✓ | ✓ | ✓ | ✓ |
| Sponsor fair | - | - | ✓ | ✓ | ✓ |
| Social media shoutout | - | - | ✓ | ✓ | ✓ |
| Verbal shoutout | - | - | ✓ | ✓ | ✓ |
| Sponsor a meal | - | - | - | ✓ | ✓ |
| Sponsor a workshop/lesson | - | - | - | ✓ | ✓ |
| Demos & Presentations | | | | | |
| Demo API at kickoff | - | ✓ | ✓ | ✓ | ✓ |
| Company speech at kickoff | - | - | 3 min | 5 min | 10 min |
| Present a "best use of" prize | - | - | - | ✓ | ✓ |

Perk Descriptions

General

| | |
|------------------------------|--|
| Bring hardware | Show off your microcontrollers, quadcopters, VR goggles, etc. |
| Send mentors | Skilled mentors are looked up to! Students learn about tech & your company. |
| Bring promotional materials | Market your company to the perfect audience. |
| Bring on-site recruiters | Company reps get time to speak with participants. Best marketing ever! |
| Get hacker contact info | When registering, students agree to share their contact info. Follow up! |
| Get hacker resumes | The chance to hire bright, uniquely driven students to intern or work for you. |
| MetroHacks: co-hosted by you | Extreme visibility. Your name constantly associated with MetroHacks. |

Branding

| | |
|---------------------------|---|
| Bring and distribute swag | Hackers love free stuff. Get your name out there with branded goodies. |
| Logo on website | — |
| Logo on T-shirts | Coveted space. Hackers cherish their T shirts and wear them at other events. |
| 30-minute product demo | Up to 30 min to display your cool tech, API, or game to a dedicated audience. |
| Banners at events | Get your company name flying high for all to see, speakers included. |
| Blurb in program | Every hacker reads about you throughout the event. |
| Sponsor booth | A physical presence at the hackathon, decorated with your logo/image. |
| Sponsor fair | 45 dedicated minutes just for sponsors to interact with participants. |
| Social media shoutout | Your name broadcasted out to our ~2k followers. |
| Verbal shoutout | |
| Sponsor a meal | Everyone loves free food, and hackers will remember who paid for their meal. |
| Sponsor a workshop/lesson | Bring instructors to teach a fascinating lesson hackers won't forget. |

Demos & Presentations

| | |
|-------------------------------|--|
| Demo API at kickoff | — |
| Company speech at kickoff | — |
| Present a "best use of" prize | Encourage hackers to use your product in their projects. |