



MasseyHacks X

Sponsorship Prospectus

2023-2024

WHAT IS MASSEYHACKS?

MasseyHacks, Canada's oldest high school hackathon, is returning for its 10th anniversary. Drawing together over **120** students from Windsor-Essex and surrounding communities, MasseyHacks offers a competitive platform for collaboration, innovation, and creation. This in-person event will take place at **Vincent Massey Secondary School**, from **May 4th to May 5th**. During these two days, students will unleash their creativity through developing software and hardware projects. All projects will be judged and prizes will be awarded to recognize excellence in various categories. Throughout the hackathon, students will also participate in numerous activities, including workshops and challenges that explore the vast realms of computer science and technology.

OUR VISION

MasseyHacks offers students an opportunity to delve into the world of computer science, fostering learning, collaboration, and creativity. Our aim is to cultivate an inclusive environment where students of all levels and backgrounds can unite their diverse skills to craft remarkable projects. MasseyHacks serves as a stage for driven innovators to exhibit their talent and ingenuity while exploring the realms of technology. By nurturing their passion and curiosity, we aspire to empower the next generation of problem solvers through an enriching experience.

WHY SPONSOR US?

By sponsoring MasseyHacks, you will be given the opportunity to forge connections with some of the brightest young minds and future tech leaders. As a sponsor, a representative from your company will have the chance to directly interact with the students, host tech talks, and hand out materials to spread awareness about your company. Additionally, your company will be featured on our website and social media pages to help promote your brand. By becoming a sponsor, you will not only make an impact on the event but also leave a lasting impression on the next generation of innovators.





HOW YOU CAN HELP

By providing monetary contributions your organization will be placed in one of the three sponsorship categories: Bronze, Silver, or Gold, depending on the amount. Higher tiers will give your organization perks and opportunities to market your brand and promote its products at the event as well as contribute to the overall impact this event will bring to hundreds of students, mentors, and other sponsors. We also accept support from organizations in the form of non-monetary resources, such as food, hardware, equipment, services, etc. Non-monetary contributions will also count towards a sponsorship tier and unlock the respective benefits.



INNOVATION FAIR

MasseyHacks is excited to introduce an addition to this year's event: the "Innovation Fair!" This initiative serves as a bridge between academia and the professional world, allowing representatives to interact directly with students. On **May 4th**, from **2:00-3:30 PM**, sponsor booths will be set up for representatives to discuss their jobs, what their company does, and how they got into that field. This fair helps top tech students in the region explore career opportunities while also providing potential scouting, networking with other organizations, and exposure for diverse companies. A sponsor booth at the event is **free** of charge and representatives will also be given a free lunch!

SPONSORSHIP TIERS

TIERS ARE ONLY A GUIDELINE



If you are interested in sponsoring MasseyHacks or have any questions or concerns, please contact us at sponsorship@masseyhacks.ca. All tiers are negotiable, and the MasseyHacks team is open to customizing your sponsorship package to best fit your organization's needs.

TIERS	BRONZE	SILVER	GOLD
COST	\$500	\$1000	\$2000


General

Send Company Representatives *  Get the opportunity to interact directly with hackers by sending experienced representatives to the event as mentors or Innovation Fair hosts.	✓	✓	✓
Company Prize/Sponsor Category **  Encourage students to develop projects directly related to your company and award prizes for the best use of your API/tools.	✓	✓	✓
Open Ceremonies Talk  Showcase and introduce your company to a diverse audience by speaking about your company at the beginning of the event.		1 MIN	3 MIN
Company Judge ***  Increase company awareness by interacting with hackers face-to-face to select our top hacks from the project demonstrations.		1	2
Tech Talk/Workshop  Get hackers excited about your company by demonstrating your products or discussing topics related to your company.	✓	✓	✓
Swag Distribution  Promote your company by showing off and giving out swag such as stickers, t-shirts, water bottles, and more!	✓	✓	✓

Branding

<p>Logo on Event Website and T-Shirt</p>  <p>Showcase your brand and increase recognition by promoting your logo on our website and T-Shirt.</p>	Small	Medium	Large
<p>Social Media Shoutout</p>  <p>Increase brand recognition and get hackers excited by being featured on our social media accounts.</p>		Pre-Event	Pre + Post Event

Recruiting

<p>Distribute Recruiting Material</p>  <p>Showcase and promote opportunities such as co-op placements at your company by distributing related career materials.</p>	✓	✓	✓
<p>Access to Resumes/GitHub/LinkedIn</p>  <p>Network and gain direct access to the talented minds from across Windsor-Essex.</p>		Post-Event	Pre-Event
<p>Participant Emails</p>  <p>Expand your company's influence by contacting students via email about opportunities affiliated with your company.</p>			✓

Sponsor a Meal

 <p>You can also directly sponsor a meal at MasseyHacks as a standalone tier or an add-on. Not only will you unlock Bronze tier perks, but we will also name your organization as the sponsor of that meal on our event schedule. "Sponsor a Meal" is limited to five organizations (at most one sponsor for each of the five meals).</p>	<p>\$1000</p>
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Note: "Greater Essex County District School Board" will only be able to issue a tax receipt for you if you send your monetary contribution as a donation.

* Please let us know in advance if you will be providing mentors or representatives for the Innovation Fair so we can prepare resources in advance.


** You may send a representative or have our judges determine the winners.

*** A judging guide will be sent prior to the event - it is preferable that judges have a background in technology.





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 masseyhacks.ca

 sponsorship@masseyhacks.ca