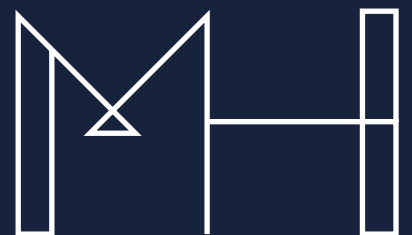


# MasseyHacks VI

Sponsorship  
Prospectus





## What is MasseyHacks?

MasseyHacks is proud to present MasseyHacks VI, the 6th iteration of Canada's oldest high school hackathon. The event will be held on **April 25th - 26th, 2020** at Vincent Massey Secondary School in Windsor, Ontario. This jam-packed 24 hour event will be filled with opportunities for high school and elementary school students to learn and create in the fields of computer science and engineering. We anticipate that MasseyHacks will bring in **over 150 students** from **Windsor-Essex and Michigan**.



## Why Sponsor Us?

### Purpose

MasseyHacks brings an experience like no other to high school students interested in learning and growing in the area of computer science and engineering. We aim to build an environment where everyone is encouraged to take part in an event that will improve their understanding of technology. Workshops, activities, and mentors are only a few of the amazing opportunities that we have available to offer.

### Branding and Exposure

Sponsors will receive promotion in various ways before and throughout our event. Along with promotion on our social media accounts, you will be able to reach and interact with hundreds of students, mentors and workshop hosts the day of the event. This will give you a chance to market your brand to a live audience and gain valuable feedback along the way.

### How Can I Help?

Monetary contributions are separated into three main tiers: Bronze, Silver, and Gold. Higher grants and donations provide more opportunities for your company to promote your brand and contribute to the overall impact that this event will bring to the hundreds of students, mentors, and other sponsors at the event. Beyond monetary contributions, we also welcome hardware, food, and other resources. Non-monetary donations will count towards a sponsorship tier and its respective perks.

**As a part of the non-profit organization "Greater Essex County District School Board", we can issue donation receipts if the sponsorship fund from your company is processed through the School Board.**



## Sponsorship Tiers and Perks

Tiers	Bronze	Silver	Gold
Cost	\$500	\$1000	\$2000
General			
<b>Send Company Representatives</b> Engage and interact directly with hackers by sending experienced representatives and mentors to the event.  <b>Please let us know in advance if you will be providing mentors so we can prepare their resources.</b>	✓	✓	✓
<b>Company Prize/Sponsor Category</b> Encourage students to develop projects directly related to your company's industry and award prizes for the best use of your API.  <b>You may send a representative or have our judges determine the winners.</b>	✓	✓	✓
<b>Opening Ceremonies Talk</b> Showcase and introduce your company to a diverse audience by speaking about your company at the beginning of the event.		1 Min	3 Min
<b>Sponsor Booth</b> Represent your company and increase brand awareness by connecting directly with hackers at the venue.  <b>We recommend sending a company representative who will be able to talk about your company and answer any questions from our hackers.</b>		✓	✓



## Sponsorship Tiers and Perks (Cont'd.)

General (cont'd.)	Bronze	Silver	Gold
<b>Company Judge</b> Increase company awareness by interacting with hackers face-to-face in order to select our top hacks from the project demonstration portion of the event.  <b>A judging guide will be sent prior to the event - it is preferable that judges have a background in technology.</b>		1	2
<b>Tech Talk/Workshop</b> Get hackers excited about your company by teaching them a new skill, demonstrating your products, talk about important career information, or discussing topics related to your company.  <b>We will provide your company with a large classroom and a projector.</b>	✓	✓	✓
Branding			
<b>Thanked at Opening/Closing</b> Gain recognition for your company's generosity and generate a positive brand image by being acknowledged at the launch and finale of the event.	✓	✓	✓
<b>Distribute Swag</b> Promote your company by showing off and giving out swag such as stickers, t-shirts, water bottles, and much more!	✓	✓	✓
<b>Logo on Event Website</b> Showcase your brand and increase recognition by promoting your logo on our website.	Small	Medium	Large



## Sponsorship Tiers and Perks (Cont'd.)

Branding (cont'd.)	Bronze	Silver	Gold
<b>Logo on T-Shirt</b> Advertise your company by having your logo on our event shirt, which is given to every hacker at the event.	Small	Medium	Large
<b>Swag in Opening Package</b> Stand out from the crowd by incorporating your company's swag into the opening package that is distributed to every hacker.		✓	✓
<b>Social Media Shout-Out</b> Increase brand recognition and get hackers excited by being featured on our social media accounts.		Before Event	Before & After Event
<b>Recruiting</b>			
<b>Distribute Recruiting Material</b> Showcase and promote opportunities such as co-op placements at your company by distributing related career materials.	✓	✓	✓
<b>Access to Resumes</b> Network and gain direct access to the talented minds of Windsor-Essex.		Post-Event	Pre-Event
<b>Participant Emails</b> Expand your company's influence and network with students by contacting them via email about the opportunities affiliated with your company.			✓

### TIERS ARE ONLY A GUIDELINE

If you are interested in sponsoring MasseyHacks VI or have any questions, please contact us at [sponsorship@masseyhacks.ca](mailto:sponsorship@masseyhacks.ca). All tiers are negotiable, and the MasseyHacks team is open to tailoring the sponsorship package to best fit your company's needs.