



# HawkHacks 2024

## Sponsorship Package

v3.5 | 2023-2024



 Waterloo, ON

 [hawkhacks.ca](http://hawkhacks.ca)

 May 17th - May 19th, 2024

 [sponsors@hawkhacks.ca](mailto:sponsors@hawkhacks.ca)



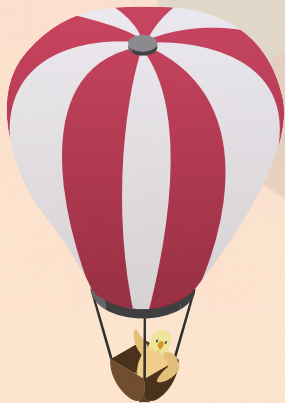
# What is HawkHacks?

HawkHacks is one of Canada's biggest hackathons, made by and for students. Based at Wilfrid Laurier University, HawkHacks 2024 will be a 36-hour in-person hackathon, hosted overnight from **May 17th - May 19th, 2024!**

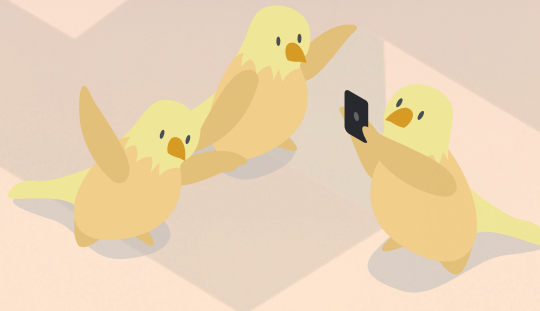
Waterloo Region boasts one of the globe's fastest-growing tech scenes, ranking second only to Silicon Valley in startup density. Here, innovation and entrepreneurship thrive. At HawkHacks, we're on a mission to ignite the potential of Wilfrid Laurier University's and the University of Waterloo's tech-savvy community by forging dynamic connections with leading global tech companies. Join us in shaping the future of tech innovation!

# What did HawkHacks look like last year?

The first edition of HawkHacks back in 2022 was a major success!



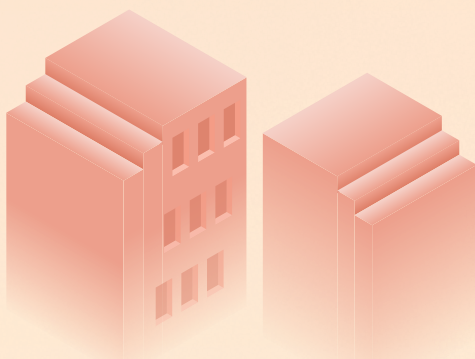
**852 Registrants**



**750 Attendees**



**73 Projects**



**208 Schools**



**34 Countries**



# Why Sponsor HawkHacks?

With the previous statistics from the first iteration of HawkHacks, we hope to be an even bigger success, with a much more interactive and hands-on experience for our sponsors now that the event is in person

## Branding & Marketing

HawkHacks is again projected to reach a **large student population** from within Canada and internationally.

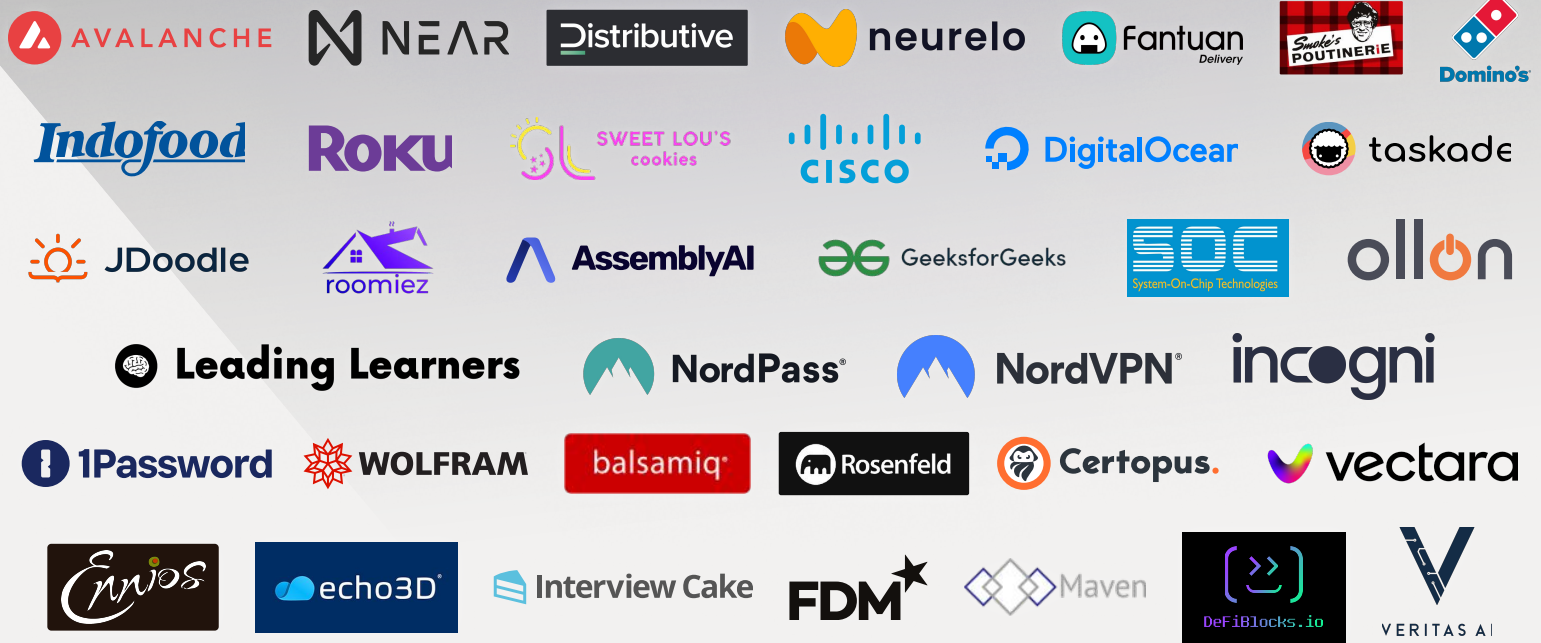
## Recruitment & Platform Testing

You'll have access to a huge demographic of technically minded individuals, through **emails, resumes, bounties, or custom prize categories.**

## Interactivity & Exclusivity

You'll directly be interacting with students through **running workshops, giving away swag, running a sponsor booth and job fair, or even naming events and rooms** - a personal connection with students ensures students recognize and relate with your brand.

## Previous & Current Sponsors





# What are the Benefits?

**Bronzehawk** US\$ 3,000    **Silverhawk** US\$ 5,000    **Goldenhawk** US\$ 8,000+

## Marketing

	medium	large	feature
Logos on Website & Banners			
Social Media Promotion (6k+ students)	x	x	x
Newsletter Feature	x	x	x
Distribute Swag in Hacker Gift Bag	x	x	x
Opening Ceremony Stage Time		1 min	3 min
Naming Rights to a Location		x	x

## Hacker Development

Run a Workshop	x	x	x
Dedicated Bounty Track/Prize Category	x	x	x
Send Mentors, Judges, & Recruiters		x	x

## Recruitment

Sponsor Booth	x	x	x
Coffee Chats	x	x	x
Receive Student Resumes		pre-event	pre-event
Send Email to Participants		x	x
Interview Rooms		x	x

## Extras

### Non-monetary sponsorship

If you aren't a company that focuses directly on technology, or believe you can provide more value through non-monetary means, please feel free to let us know! 😊

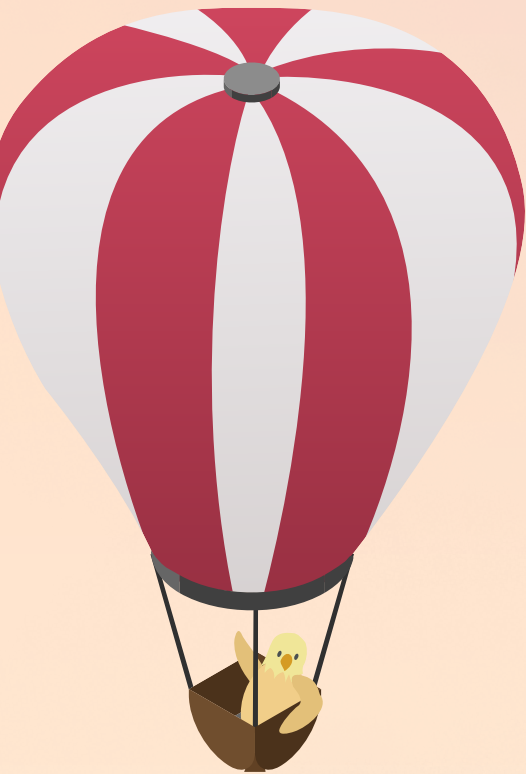
### Sponsor an activity/event

Throughout the hackathon, attendees are exposed to a variety of mini-games, social events, and workshops. If you would like to attach yourself to any of these, feel free to mention it to us and we can figure something out!









# HawkHacks 2024



## Contact Us

-  [hawkhacks.ca](http://hawkhacks.ca)
-  [sponsors@hawkhacks.ca](mailto:sponsors@hawkhacks.ca)
-  [wluhawkhacks](https://www.instagram.com/wluhawkhacks)
-  [/company/hawkhacks](https://www.linkedin.com/company/hawkhacks)