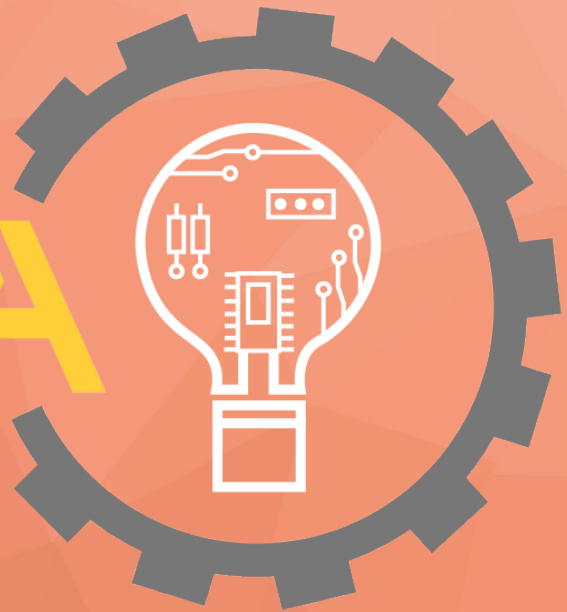


IDEA

IMAGINE. DESIGN. EXECUTE.  
*ACHIEVE.*



**SPONSORSHIP BROCHURE**

**JANUARY 18 – 20, 2019**

# ABOUT

For the fifth time, UCLA IEEE and UCLA Colony of Theta Tau are pleased to present California's largest college hardware-focused hackathon. At IDEA Hacks we provide our hackers with tools, such as 3D printers, soldering stations, and other equipments free of charge. Not only will these hackers code, but they will also create tangible products from scratch in one weekend. Following last year's success, we are increasing the size of the hackathon for this coming year to provide as much benefit as possible to the engineering community.

# TRAVEL UPGRADE

This year's IDEA Hacks theme is about improving and enhancing the travel experience. Whether we're making our hectic lives easier or reducing carbon emissions, innovations in how we travel have the potential to transform our world.

# SPONSORSHIP BENEFITS

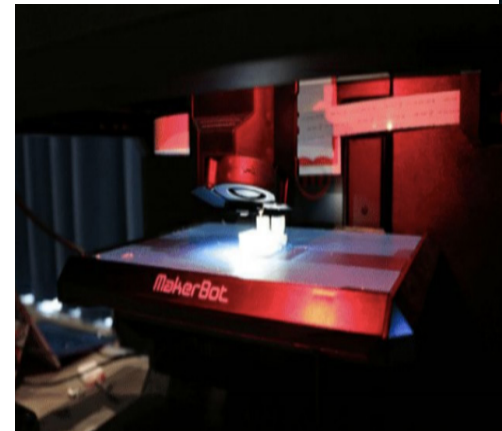
## BRAND RECOGNITION AND EXPOSURE

If you are looking to garner recognition for your company's brand or want to show off your company's technical side, then look no further. Companies love sponsoring IDEA Hacks because we give exposure to a relevant audience - future customers and early adopters who will try new things and create with new technologies.



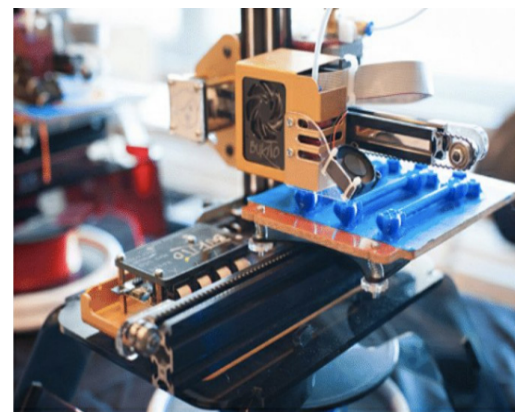
## LIVE FEEDBACK FOR NEW PRODUCTS

Hackathons facilitate real-time user testing of your product on hackers who fit the same demographic as your customers. Their input will provide invaluable data for what potential clients will experience when trying your product. We also provide sponsors opportunity for branded company prizes, and stage time at the opening ceremony.



## RECRUITING

Hackathons enable access to top technical talent at select universities from our rigorous application process. Not only are these students smart and talented, but they are passionate enough about their goals to stay up 36 hours to produce a working product. These are the students you want to hire.



# SPONSORSHIP TIERS

**SILVER**  
500

**GOLD**  
1000

**PLATINUM**  
2000

**DIAMOND**  
5000

**TITLE\***  
8000

## GENERAL

Bring Hardware	●	●	●	●	●
Unlimited Mentors	●	●	●	●	●
Sponsor Table		●	●	●	●
Opening Ceremony				3 min	5 min
Present Prize					●
Keynote Speech					●

## RECRUITING

Recruiting Materials	●	●	●	●	●
Resume Book		●	●	●	●
Send Recruiters			●	●	●
Info Session				●	●
Interview Room					●

## BRANDING

	small	medium	large	extra large	title
Logo on Website					
Distribute Swag	●	●	●	●	●
Logo on T-Shirt		●	●	●	●
Program Blurb			●	●	●
Host a Workshop				●	●
Name on Banner					●
IDEAHacks Co-Host					●

\* The minimum bid is \$8000 ; whoever is outbid is automatically made Diamond.

## CONTACT

If you have any questions, send us an email at [sponsor@ideahacks.la](mailto:sponsor@ideahacks.la). We have special options for VCs, incubators, API companies, and food vendors. Please reach out for more details.