

IDEA

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imagine. develop. execute.

*achieve.*

# SPONSORSHIP BROCHURE

2018 JANUARY 12 - 14

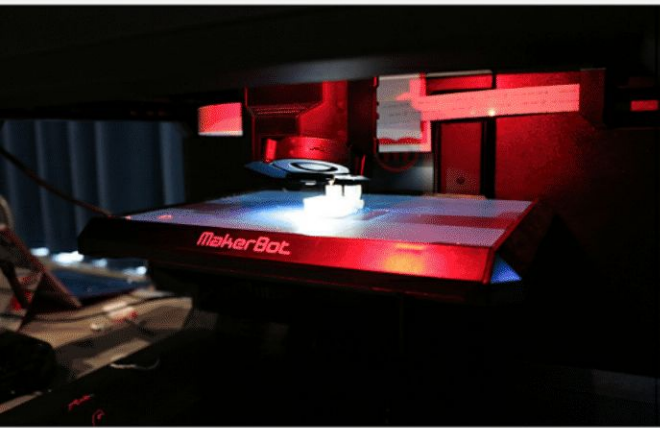
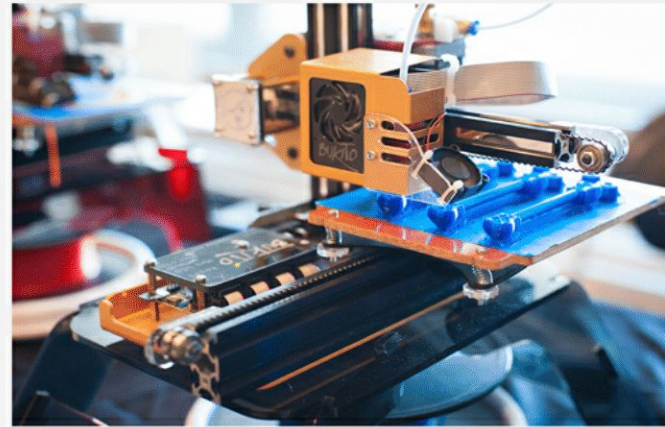
For the third time, UCLA IEEE and UCLA Colony of Theta Tau are pleased to present to you California's largest college hardware-focused hackathon ever. At IDEA Hacks we provide our hackers with tools, such as 3D printers, soldering stations, and other equipment free of charge. Not only will these hackers code, but also they will create tangible products from scratch in one weekend.

Following from 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.

# WHY SPONSOR IDEA HACKS?

## LIVE FEEDBACK FOR NEW PRODUCTS

Hackathons facilitate real-time user testing of your product on hackers who fit the same demographic as your customers. In this one weekend, hackers will use your products from start to finish which will provide invaluable data for what potential clients will experience when trying your product. At IDEA Hacks, we also provide our sponsors opportunity for branded company prizes, and stage time at the opening ceremony.



## 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 you exposure to the exact audience you are trying to target -- potential future customers and early adopters who are the first to try new things and create with new technologies and tools.

## RECRUITING

Hackathons give you access to the top technical talent available at universities selected from our rigorous application process. Not only are these students smart and talented, but they are passionate enough about what they do that they are willing to stay up 36 hours to produce a working product. These are the students that you want to hire.



# SPONSORSHIP TIERS

	GOLD 500	PLATINUM 1000	DIAMOND 2500	TITLE* 5000
<b>GENERAL</b>				
Bring Hardware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unlimited Mentors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsor Table		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opening Ceremony			2 min	5 min
Present Prize				<input type="checkbox"/>
Keynote Speech				<input type="checkbox"/>
<b>RECRUITING</b>				
Recruiting Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resume Book		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send Recruiters			<input type="checkbox"/>	<input type="checkbox"/>
Infosession			<input type="checkbox"/>	<input type="checkbox"/>
Interview Room				<input type="checkbox"/>
<b>BRANDING</b>				
Logo on Website	small <input type="checkbox"/>	medium <input type="checkbox"/>	large <input type="checkbox"/>	title <input type="checkbox"/>
Distribute Swag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on T-Shirt		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blurb in Program			<input type="checkbox"/>	<input type="checkbox"/>
Host a Workshop			<input type="checkbox"/>	<input type="checkbox"/>
Name on Banner				<input type="checkbox"/>
IDEA Hacks Co-Host				<input type="checkbox"/>

\* The minimum bid is \$5000 ; 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.