

HAKRON

4K

# The Basics

**HAkron 4K is a hackathon where motivated students form teams to develop an innovative project in 24 hours. Hacking in this context means quickly and intelligently creating a real, usable application. This is THE event where students gain real world experience outside the classroom in the fields of Mechanical Engineering, Computer Engineering, Electrical Engineering, and Computer Science. The HAkron team is dedicated to building an influential event right here in Northeast Ohio. To accomplish this, we need your participation!**

# When and Where

**HAkron 4K will take place on the University of Akron's main campus early in 2019's Fall Semester.**

# What's New

**This year HAkron 4K will be on The University of Akron's campus! Our new venue will draw more students from the university. We have more classroom space for events and workshops, and a stellar internet connection. This year's event will include a focus on hardware in addition to software. This change will draw more electrical and mechanical engineers, and give them a framework to succeed.**

# Why Sponsor Us?

**Networking/Recruitment:** Opportunity to network and recruit the most talented individuals at The University of Akron and other schools in the region. What sets HAKron 3000 apart from other recruitment events is the ability to interact directly with students. You get to see how they work, and what real world skills they have to offer.

**Marketing and Outreach:** Our event provides the platform to showcase your company, from your culture to your technical prowess. Students love to see the exciting work that goes on behind the scenes!

**Product Promotion and Feedback:** Whether it's an API or hardware device, test out your products at our event with a talented tech community who can give crucial insight and feedback. Stand out with a unique prize category or workshop. These events highlight the participants that are most interested in your company's specialization!

**Philanthropy:** Your company will also make a positive impact on our community. These students are the future. With great events like HAKron 4K right here in Northeast Ohio, students gain exposure to what the area has to offer.

## What to Expect

We have dedicated tabling time at the beginning of the event where students will be encouraged to mingle with you, the sponsor! Throughout the event you have the ability to interact with students directly: help guide their ideas, give them feedback on their project, and tell them more about what your company does. We will be hosting workshops and side events where you will have the chance to showcase and demo products.

<b>Tier</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>Cost</b>	<b>\$4,000</b>	<b>\$2,500</b>	<b>\$1,000</b>

## General

<b>Send Mentors</b>	✓	✓	✓
<b>Reserved Table</b>	✓	✓	
<b>Speak in Opening Ceremonies</b>	✓		
<b>Demo</b>	✓		
<b>Judge Final Hacks</b>	✓		

## Marketing

<b>Logo on Our Website</b>	✓	✓	✓
<b>Your Logo on Our Shirts</b>	✓	✓	✓
<b>Distribute Company Swag</b>	✓		

## Recruiting

<b>Sponsored Side Event</b>	✓	✓	
<b>Resumé Book After the Event</b>	✓	✓	
<b>Resume Book Before the Event</b>	✓		

# Other Forms of Sponsorship

Feel like being a little more involved with the event?  
Here are some popular alternate sponsor opportunities:

**Sponsor a Meal:** All meals are free for the participants at our event. If your company chooses to sponsor a meal, signs will be placed out to let the hackers know who provided the delicious food! If this is something you are interested in, let us know and we will take care of the rest!

**Sponsor a Prize:** Our hackathon provides prizes for the best projects at the end of the event. If your company would like to provide a few, let us know!

**Something Else?** Reach out to us and let us know what's on your mind! We are always open to new and creative approaches.

# More Information

Sponsored Side Events can be any of the following:

**Workshop:** The workshops are an opportunity for the hackers to learn. The participant should be able to walk away with some base concept that they can further develop on. Workshops do not have to pertain to the theme, a track, or anything in particular. For example, a good foundation skill is building a simple android app using Android Studio.

**Tech Talk:** This would be a talk about which technologies are used at the company and how they are implicated in projects or products. You can give a rundown of how your company works, what they do, why it's important, and the opportunities available there. This is a great way to get the word out about your company.

**Challenge:** Propose a challenge for the participants to hack toward. This can have something to do with your company or just something cool you like to see hackers come up with. For example, hackers can use some of your technology in a hack, or try to solve a problem that your company is facing. You can reward the best hack with a prize.

**Game:** A game or competition that you would like to oversee and provide the prize for. An example of this is MLH (Major League Hacking) held a cup-stacking competition at our last hackathon and awarded the winners prizes. We will be having a room with games and other activities that can be used for this. This is a good way to associate your company with a fun and engaging event.

## Contact Us

Please do not hesitate to reach out! Our Sponsorship team is always willing to talk to you about how this event can benefit your company! The team can be contacted in either of the following ways:

Email: [sponsors@hakron.io](mailto:sponsors@hakron.io)  
Cell: (330) 801-6944