Sponsor Information

http://pennapps.com | sponsor@pennapps.com

January 16-18, 2015

The world's premier student hackathon.

Selected from a global pool of 2500+ applications representing 100+ elite universities, the top 1200 student engineers are invited to come to the University of Pennsylvania in Philadelphia to hack on web, mobile, and hardware for the 40-hour competition.

> *Of all the hackathons I've ever been to, and that's somewhere well into the 100s by now, PennApps stands out as one of the most impressive by far. Spending 48 hours with the best and brightest students the world has to offer and seeing the amazing things they produce is an awe inspiring and humbling experience. I haven't missed a PennApps in over 3 years. I won't miss this one, and neither should you.*

Mike Swift, Major League Hacking Director

Why sponsor?

PennApps has become the hackathon for students to compete in, and sponsorship will give you incomparable access to the industry's top tech talent. Although students are free to create their own hacks, sponsors can influence them through branded prizes, API demos, swag, and tech talks.

Participants come from top CS schools from around the world such as Stanford, MIT, Carnegie Mellon, ETH Zurich, and National University of Singapore. Previous hackathons have received considerable press—past PennApps hacks have gone on to YCombinator and launch as successful startups.

We've found that sponsors get the most out of PennApps when they:

1. **Bring company engineers and mentors.** Being a mentor at PennApps is a great way to interact with the participants, provide help with company APIs or other technologies, and further establish company rapport and brand recognition.

2. **Sponsor fun events.** We've had ice skating, chess tournaments, arcade games, Nerf Gun fights, photo booths, and more.

3. **Send company swag** (t-shirts, laptop stickers, water bottles, cards, pens, etc.) for participants, which is an easy way to build company brand recognition.

Hardware Sponsorship Tiers

	API Sponsor $3,000	Mega $6,000	Giga $10,000	Tera $20,000	Title Sponsor $25,000 Min Bid
General					
Provide Your Hardware to Hackers	●	●	●	●	●
Send Mentors	●	●	●	●	●
Sponsor Table		●	At the Hardware Home Base	At the Hardware Home Base	At the Hardware Home Base
Demo	1 Min Demo			2 Min Demo	2 Min Demo
Classroom				●	●
Present Prize On-Stage				●	●
Sponsor a Lab*			●	Sponsor Detkin Lab	Parts Check-Out Sponsored by You**
'Hardware' at PennApps Sponsored by You					●
Recruiting					
Distribute Recruting Materials	●	●	●	●	●
Resumes		●	●	●	●
Send Recruiters			●	●	●
Branding					
Logo on Website	●	●	●	●	●
Award Branded Prize	●	●	●	●	●
Bring Swag	●	●	●	●	●
API Directory	●			●	●
Logo on T-Shirt		●	●	●	●
Blurb in Program			●	●	●

* Labs are given on a first-come, first-serve basis.
  Detkin Lab is the hardware home base.
** Parts Check-Out usually gets the most exposure to hackers.