

What is HackUTA?

HackUTA is a University of Texas at Arlington's 24 hour hackathon hosted by the Association for Computing Machinery student organization (ACM), with a mission to gather 250 creative students who want to build great products. The event will be held on October 6th - 7th at UTA. The event will consist primarily of UTA students alongside students from other universities such as UTD and TCU. The primary motivation for HackUTA is to offer students a way to get together and innovate. We push to have teams with an interdisciplinary set of students from Engineering, to Art/Communications, to Business.

Why Sponsor?

HackUTA is a great sponsorship opportunity for organizations who want to reach a variety of high quality students and market their brands. By sponsoring HackUTA, your organization will reach a diverse audience of 250 or more highly motivated students in Computer Science and Engineering, and other disciplines, and will gain exposure to above 40,000 students from the University of Texas at Arlington as well as thousands of other students in the DFW area and beyond. This is an even bigger opportunity as UTA College of Engineering is the third largest Engineering College in the state of Texas.

We strive to foster innovation and attract the most intelligent students who find an interest in creation and have the willpower to stay up way past reasonable hours.

Sponsorship Tiers

The following sponsorship tiers outline how your organization and HackUTA can help each other.

We ask that sponsors bring swag/goodies to the event to promote their brand along with mentors to help students by providing their expertise.

	Bronze \$1,000	Silver \$3,000	Gold \$5,000	Platinum \$8,000	Title \$10,000 (only 1)
General					
Recognition at kickoff	✓	✓	✓	✓	✓
Sponsored API	✓	✓	✓	✓	✓
Sponsored table	1 table	1 table	1 table	1 table	2 tables
Side event				✓	✓
Talk at kickoff			2 minutes	2 minutes	4 minutes
Closing Keynote					4 minutes
Engagement					
Distribute materials	✓	✓	✓	✓	✓
Recruiter Present	✓	✓	✓	✓	✓
Sponsored tech talk		✓	✓	✓	✓
Resume access		Participants only	All sign-ups	All sign-ups	All sign-ups
Private interview room			✓	✓	✓
Finalist Judge				1 judge	2 judges
Branding					
Logo on website	✓	✓	✓	✓	✓
Logo on t-shirt		✓	✓	✓	✓
Logo on badge			✓	✓	✓
Universal branding					✓

Contact us at hello@hackuta.com

Swag giveaway

College kids, especially hackathon hackers love free stuff. Come with your t-shirts, stickers, sunglasses, you name it. Bringing swag is a great way to promote your brand and make you stand out.

Mentors

Sending mentors to help and support students during the hackathon is always a huge plus. If you have a couple of employees who are experts in a particular area, we'd love to have them work with students one-on-one when they need help.

Recognition at kickoff and farewell

Sponsors will get mentioned by name during our kickoff and our farewell speeches. These two speeches will be done in front of the entire HackUTA audience, and each sponsor will be mentioned by name, and thanked for their contributions. Depending on sponsor level, we will also go into further detail about the company and encourage students to follow up.

Sponsored API

If you have an API or particular product you'd like to promote, the best way to test or get feedback is to let a couple of students hack away their best ideas. Make sure to bring prizes for your mini challenge as well.

Sponsored table

You will get a table during the entire hackathon. Sponsors are encouraged to bring branded table cloths, and other decorations to help their table stand out during the event.

Side event

You can host various side events. A side event can be a game or an independent competition.

Talk at kickoff

Gold and Platinum sponsors will be given the privilege of sending a representative to speak in front of the crowd during our kickoff. For this, all HackUTA attendees will be gathered to listen. Sponsors will be given approximately two minutes to address the crowd.

Keynote at kickoff/end

Title sponsors will be given an extended (over twice!) the amount of time to speak in front of the crowd during our kickoff event. Title sponsors will also be allowed to speak during the ending event. All HackUTA attendees will be gathered to listen during both of these events.

Distribute materials

Hand out flyers, branded materials or even recruiting sheets to students.

Sponsored tech talk

Companies get the opportunity to give a tech talk during the Hackathon. They will be given a private room to host their tech talk.

Resume access

Companies can have access to the resumes of the hackathon participants. Gold, Platinum, and Title tiers have access to the resumes of all students who signed up for the event and Silver has access to the resumes of students who ended up participating to the event only. Bronze tier do not get access to the resumes of the participants.

Logo on website

Your logos will be featured on HackUTA's official website.

Logo on t-shirt

Your logos will be featured on HackUTA's official T-Shirts.

Universal branding

Your company logo will be placed just about everywhere at the event. You will be on most of our banners as well as the website and t-shirt.

Logo on lanyard

HackUTA and your company logo will be printed on all of our lanyards.