



# Prospectus

BrickHack 8 | March 5-6, 2022



# Overview

**BrickHack** is Rochester Institute of Technology's annual premier collegiate event. It is a 24-hour invention marathon, where over 500 undergraduate and graduate designers, developers, and engineers come together to work on their ideas, solve challenges, and learn new skills.

**Join us** online, through our digital platforms, the weekend of March 5th for hacking, swag, and the chance to make timeless, brick-laden memories with our hackers!

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## Why sponsor?

BrickHack is a place where bright minds come together to create unique, useful, and creative projects. As a sponsor, you have a unique opportunity to connect with these students and show off their current technologies. Giving students access to your products and services allows them to build up their repertoire, incentivizes them to work with your company, and gives you real-time feedback on your products. Developing relationships between your company and students at BrickHack paves the way to groundbreaking technologies.

## How can you get the most out of your sponsorship?

BrickHack hackers love connecting with mentors from your company to learn about new cutting-edge technology. Students are always yearning to learn and get hands-on experience with new products. Having mentors participate, sending swag and hosting interactive tech seminars will leave a lasting impression with students.

## Why do we need your contribution?

This year BrickHack will be online so things will be a little different. We need you to sponsor prizes and swag packages in order to incentivize students to flex their creative muscles, and create awesome projects!

# Sponsorship Packages

Tiers are flexible

|   | Bronze<br>\$1000 | Silver<br>\$2000 | Gold<br>\$4000 | Platinum<br>\$5000 | Brick*<br>\$7500+ |
|---|------------------|------------------|----------------|--------------------|-------------------|
| <b>GENERAL</b>  |                  |                  |                |                    |                   |
| Bring mentors   | ✓                | ✓                | ✓              | ✓                  | ✓                 |
| Virtual table   |                  | ✓                | ✓              | ✓                  | ✓                 |
| API/product exposure  |                  | ✓                | ✓              | ✓                  | ✓                 |
| Sponsored side event<br><i>Tech talk, product workshop,<br/>mini game, etc</i>                |                  | 60 min           | 90 min         | 120 min            | 240 min           |
| Opening ceremony intro<br><i>Brief API, product, or<br/>company intro</i>                     |                  | 1 slide          | 1 min          | 2 min              | 5 min             |
| <b>BRANDING</b>   |                  |                  |                |                    |                   |
| Send swag   |                  | ✓                | ✓              | ✓                  | ✓                 |
| Branded award   |                  | ✓                | ✓              | ✓                  | ✓                 |
| Social media shoutouts  |                  |                  | ✓              | ✓                  | ✓                 |
| Present a BrickHack prize<br><i>Present your own<br/>category prize</i>                       |                  |                  |                | ✓                  | ✓                 |
| Logo space<br><i>Taken on BrickHack site,<br/>event swag, etc</i>                             | Normal           | Normal           | Large          | Extra<br>Large     | Center-<br>piece  |
| <b>RECRUITING</b>   |                  |                  |                |                    |                   |
| Unlimited recruiting<br><i>Free communication as a<br/>'Sponsor' role</i>                     | ✓                | ✓                | ✓              | ✓                  | ✓                 |
| Access student resumes  |                  | ✓                | ✓              | ✓                  | ✓                 |
| Pre-event email<br><i>Sent on behalf of BrickHack<br/>to all participants</i>                 |                  |                  |                |                    | ✓                 |
| Co-host status<br><i>Be prioritized in the virtual<br/>table &amp; receive a special role</i> |                  |                  |                |                    | ✓                 |

\* Limited to one contributor

\*\* Logo size and placement depends on donation total

# Contribute

## Alternate Ways to Contribute

### Prizes

Bring your own prize category or coding challenge for students to compete in.

### API Access

Give hackers access to your API services for a given amount of time.

### Networking

Provide premium access to your digital platforms.

## Ready to reach out?

Contact us at

[sponsorship@brickhack.io](mailto:sponsorship@brickhack.io)

