



## Hardware Sponsor Information

<http://pennapps.com> | [sponsor@pennapps.com](mailto:sponsor@pennapps.com)

September 12-14

### **PennApps is the world's premier student hackathon.**

Selected from a global pool of 2200+ 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, hardware packages, 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** (hardware, t-shirts, laptop stickers, water bottles, cards, pens, etc.) for participants, which is an easy way to build company brand recognition as well as general positive spirit.

Sponsorship Options					
Byte	Kilobyte (API Sponsor)	Megabyte	Gigabyte	Terabyte	Hardware Title
\$1,000	\$2,500	\$6,000	\$10,000	\$20,000	\$25,000 Min. Bid
General					
Send Mentors	Send Mentors	Send Mentors	Send Mentors	Send Mentors	Send Mentors
		Sponsor Table	Sponsor Table	Sponsor Table	Sponsor Table
			Tech Talk	Tech Talk	Tech Talk
	API Fair		API Fair	API Fair	API Fair
			Event Host	Event Host	Event Host
	Stage Demo			2 Min Talk	2 Min Talk
				Classroom	Classroom
Recruiting					
Distribute Recruiting Materials	Distribute Recruiting Materials	Distribute Recruiting Materials	Distribute Recruiting Materials	Distribute Recruiting Materials	Distribute Recruiting Materials
		Resumes	Resumes	Resumes	Resumes
			Send Recruiters	Send Recruiters	Send Recruiters
Branding					
Logo <i>only</i> on Hardware Website	Logo on Website	Logo on Website	Logo on Website	Logo on Website	Logo on Website
	Award Branded Prize	Award Branded Prize	Award Branded Prize	Award Branded Prize	Award Branded Prize
	Bring Swag	Bring Swag	Bring Swag	Bring Swag	Bring Swag
	API Directory	API Directory	API Directory	API Directory	API Directory
Logo <i>only</i> on Hardware Shirts	Logo on all T-Shirts	Logo on all T-Shirts	Logo on all T-Shirts	Logo on all T-Shirts	Logo on all T-Shirts
			Blurb on Website	Blurb on Website	Blurb on Website
			Banners	Banners	Banners
Hardware					
		Swag in Hardware Starter Kit	Swag in Hardware Starter Kit	Swag in Hardware Starter Kit	Swag in Hardware Starter Kit
			Logo on Hardware Starter Kit	Logo on Hardware Starter Kit	Logo on Hardware Starter Kit
			Lab Sponsored By You (with banner in lab) *	Lab Sponsored By You (with banner in lab) *	<b>Hardware at PennApps Sponsored by You</b>
					Banner in Detkin Lab (The Hardware Homepage)
					Logo on all Hardware Promo materials

\*limited to first 3 Sponsors

Labs Available:

- K-Lab (filled with state of the art electronics)
- Soldering lab (all soldering takes place here)
- Laser Cutting Lab (filled with state-of-the-art laser cutters)