

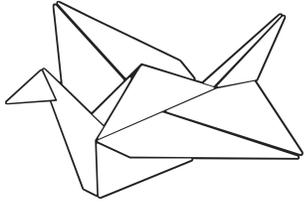
SRC CODE

Sponsorship Prospectus

Contact Us At:

sponsor@SRChacks.com

www.SRChacks.com



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What is SRC Code?

SRC Code is a student-run hackathon created by high school students for high school students in the Bay Area. Our 24 hour event will assist students in creating a coding project that follows the theme of Entertainment, Environment, or Education. At the end of the event, a group of judges in the technology field will evaluate the projects and score them. We want to inspire students from around the Bay Area and beyond to enter the field of computer science. We want to spread the idea that programming is a useful skill that can be enjoyed by anyone.

What are the logistics?

SRC Code is an overnight high school hackathon taking place from September 8 - 9, 2018. The event will be located at 42 Silicon Valley in Fremont. We plan to host approximately 200 - 250 students during the event with a similar gender ratio. The students attending will be of varying skill levels, with the majority of attendees having little to no programming experience beforehand.

Where will your money go?

Your money will go to supporting the costs of our event and giving the best hacker experience possible. This includes the venue, food, beverages, swag, fun events, prizes, and anything else that will help make the event memorable and impactful. Hack+, a 501(c)(3) nonprofit organization situated in Fremont, is our fiscal sponsor. All donations to SRC Code are tax-deductible.



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Why sponsor SRC Code?

- **Form Relationships with Gen Z Hackers:** Sponsors of our hackathon will be able to form relationships with up and coming hackers who are interested in pursuing a career in computer science.
- **Make a First Impression:** A large percent of students attending hackathons have little to no programming experience, allowing your company to be the first touch-point for them in this field.
- **Distribute Merchandise:** You will be able to distribute merchandise, allowing hackers to display your logo on shirts and stickers. This doubles as free advertising, and helps promote your company to the next generation of hackers.
- **Increase Awareness:** Many hackers attending our event will be unfamiliar with the tools they need to create their projects. By sponsoring us, attendees will know about your product first and be more likely to use them in their future projects, increasing awareness about your company and making hackers more likely to support your brand in the future. This is also a good opportunity to let hackers try out new APIs or services that you have recently released.
- **Connect with Talent:** By sponsoring our event, you are opening yourself up to the talented young minds that will help shape the future. Resources that you provide will have a positive effect on these new programmers, allowing them to connect with your company and become more familiar with your services.

How can you help?

- Donate money directly to our event, allowing us to ensure all hackers have an enjoyable experience at our hackathon
- Send volunteers to assist students as mentors throughout the event
- Send judges to evaluate hacker projects during the judging period
- Sponsor a custom award & prize for the hackathon
- Sponsor a meal during the hackathon—there are a total of 4 meals served during the event
- Support students with your products, services, APIs, or hardware
- If you have any other ideas, do not hesitate to reach out to us at sponsor@SRChacks.com.



Sponsorship Tiers

	Bronze \$500	Silver \$750	Gold \$1500	Partner* \$2000
General				
Send Mentors	✓	✓	✓	✓
Distribute Merchandise	✓	✓	✓	✓
Talk at Opening Ceremony	1 min	2 min	3 min	Keynote
Mentioned @ Opening Ceremony	✓	✓	✓	✓
Mentioned @ Closing Ceremony	✓	✓	✓	✓
Send Judges		✓	✓	✓
Award Custom Prizes		✓	✓	✓
Host Workshops / Events			✓	✓
Send Post-Event Email				✓
Branding				
Logo on Website	✓	✓	✓	✓
Logo on T-Shirt	✓	✓	✓	✓
Company Banners		✓	✓	✓
Sponsor Table			✓	✓
Logo in Email Blasts			✓	✓
Present at Awards Ceremony				✓
Recruiting				
Distribute Recruiting Materials	✓	✓	✓	✓
Access to Attendee Info		✓	✓	✓
Send Recruiters to Event			✓	✓
Interviews During Event			✓	✓
Access to Projects on Github				✓

Please contact us at sponsor@SRChacks.com if you are interested in sponsoring SRC Code. All sponsorships are appreciated and can be discussed in more detail with us. We would be more than happy to discuss a custom sponsorship tier.

*Partner tier has a max of 3 sponsors.



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