



<R. U. Hacking  
Society/>

# <Sponsorship Prospectus/>

## 24-hour Hackathon online

We are welcoming up to 350 students on 26–27 June 2021

### <About us/>

Reading University Hacking (R. U. Hacking?) is a society run by University of Reading students for students in the wider Thames Valley area. Our goal is to drive student involvement with the local tech community and industry.

Our events focus on developing creative solutions to solve various problems and Hackathons concentrate 6/12/24 hours of development into a single fun and exciting weekend event.

### <24-Hour Hackathon/>

Throughout the weekend, teams of 2-4 students will come together to create solutions using all of the cutting-edge technology at their disposal, competing in the main event for sponsored prizes.

Additional challenges will be set and are perfect for newcomers and seasoned veterans alike. Additionally, beginner workshops will be running throughout the weekend.

### <How we stand out/>

We strongly believe that innovative solutions require more than just technical skills and certainly benefit from business and marketing skills.

As a result, we've built relationships with interdisciplinary departments, such as Henley Business School, and other societies, e.g. Entrepreneurship, Video Games, Photography, etc.

### <Why sponsor us?/>

#### Graduate Recruitment

R. U. Hacking? gives your company an excellent opportunity to tap into a large pool of students who come from a multidisciplinary background. Your company will have access to the best Computer Scientists, Engineers and business students Thames Valley has to offer.

Hackathons are already replacing career fairs everywhere because you have an opportunity to watch the best students doing what they love. Your company can interact with and observe students working on exciting and creative projects throughout the weekend.



# <R. U. Hacking Society/>

## Product Demo

At R. U. Hacking?, there will be an excellent opportunity to demo your product or APIs, through interactive workshops, to some of the brightest students around. You can let attendees use your product or APIs to fuel even more exciting products.

You can even fund a prize branded by your company to get students to develop on your API or platform! The opportunities that this could bring to your company are limitless.

## Branding

Students are always on the lookout for companies that are bold, creative, and have a big impact on the world. Through working with use, you can gain student awareness of your brand.

This doesn't stop at the end of the hackathon. After R. U. Hacking?, we will continue to promote any major developments (e.g. new announcements, recruiting news) through our social media channels and mention you as a previous sponsor on our website.

## <Sponsor tiers/>

	Startup £250*	Bronze £500	Silver £1,000	Gold £1,500
Set an optional challenge for attendees	X	X	X	X
Your own Discord channel	X	X	X	X
Thanked during and after event	X	X	X	X
Logo on event website	Small	Medium	Medium	Large
Send representatives	Up to 2	Up to 4	Any	Any
Presentation at the opening ceremony		Up to 2 min	Up to 4 min	Up to 8 min
Logo on shirts, flyers and posters			Medium	Large
On the judging panel			X	X
Workshop during event				X

\*Must be a local startup to qualify at the discretion of organisers.



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## <Detailed overview/>

### Startup Tier

- ▶ Small logo on website
- ▶ Opportunity to set a challenge
- ▶ Distribute your swag at the event
- ▶ Send up to 2 representatives to the event
- ▶ Thanked during opening & closing ceremonies
- ▶ Advertising across all of our social media
- ▶ Your own Discord channel

£250

### Bronze Tier

- ▶ Logo on website
- ▶ Opportunity to set a challenge
- ▶ Distribute your swag at the event
- ▶ Send up to 4 representatives to the event
- ▶ Thanked during opening & closing ceremonies
- ▶ 2 minute presentation in the opening ceremony
- ▶ Advertising across all of our social media
- ▶ Your own Discord channel

£500

### Silver Tier

- ▶ Logo on website and shirts, posters and flyers
- ▶ Opportunity to set a challenge
- ▶ Distribute your swag at the event
- ▶ Send representatives to the event
- ▶ Thanked during opening & closing ceremonies
- ▶ 4 minute presentation in the opening ceremony
- ▶ Your own Discord channel
- ▶ Extended social media engagement during event
- ▶ Part of the judging panel

£1,000

### Gold Tier

- ▶ Large logo on website and shirts, posters and flyers
- ▶ Opportunity to set a challenge
- ▶ Distribute your swag at the event
- ▶ Send representatives to the event
- ▶ Thanked during opening & closing ceremonies
- ▶ 8 minute presentation in the opening ceremony
- ▶ Workshop during event
- ▶ Extended social media engagement during event
- ▶ Your own Discord channel
- ▶ Part of the judging panel

£1,500



## <R. U. Hacking Society/>

### We'd love to have you on board!

Get in touch with us! We look forward to working with you to support students to build awesome things!

Send us an email at: [readingunihack@gmail.com](mailto:readingunihack@gmail.com)

### No tiers that work for you?

Is there something in mind that you are looking for? Or are you interested to learn more about particular sponsorship packages?

Don't worry - we're flexible! Let's talk.

Send us an email at: [readingunihack@gmail.com](mailto:readingunihack@gmail.com)