CalgaryHacks

SPONSORSHIP DOCUMENT

2025

WHO WE ARE

CalgaryHacks is Calgary's premier student-run hackathon, bringing together over 240 talented innovators, developers, and designers for an intense 24-hour coding sprint in 2024. With a legacy of participation from 244 students in 2023 and 500-700 students during our online events in 2021 and 2022, CalgaryHacks has become a cornerstone event for tech enthusiasts across Canada.

Participants will have the chance to dive into the latest platforms and software, collaborating to create impactful projects. Our hackathon is designed to be a launchpad for creativity, where students can discover their passions, hone their skills, and build solutions that could shape the future.

We invite sponsors to be an integral part of this event. Sponsorship funds will directly support the execution of CalgaryHacks, covering essential aspects such as:

• Prize Pool Creation
• Rental of Audio and Visual (AV) Equipment
• Meals for Participants
• Hackathon Advising

We encourage our sponsors to engage directly with participants by sending judges, hosting workshops, or showcasing products and platforms. Your involvement will help inspire the next generation of tech leaders and innovators.

WHO WE ARE

Our Mission

At CalgaryHacks, we are committed to providing a platform where students can push the boundaries of their creativity and technical skills. We believe in fostering an environment that encourages innovation, collaboration, and learning, allowing participants to tackle real-world challenges and develop impactful projects.

Our Vision

Our vision is to establish CalgaryHacks as a nationally recognized event that draws the brightest minds from coast to coast. We aim to create an inclusive and dynamic space where students can connect with industry leaders, explore emerging technologies, and develop solutions that make a difference.

Our Plan

Our plan for CalgaryHacks 2025 is to return to an in-person format, building on the success of previous years. By hosting the event at the University of Calgary, we will provide participants with a vibrant and collaborative environment that fosters innovation.
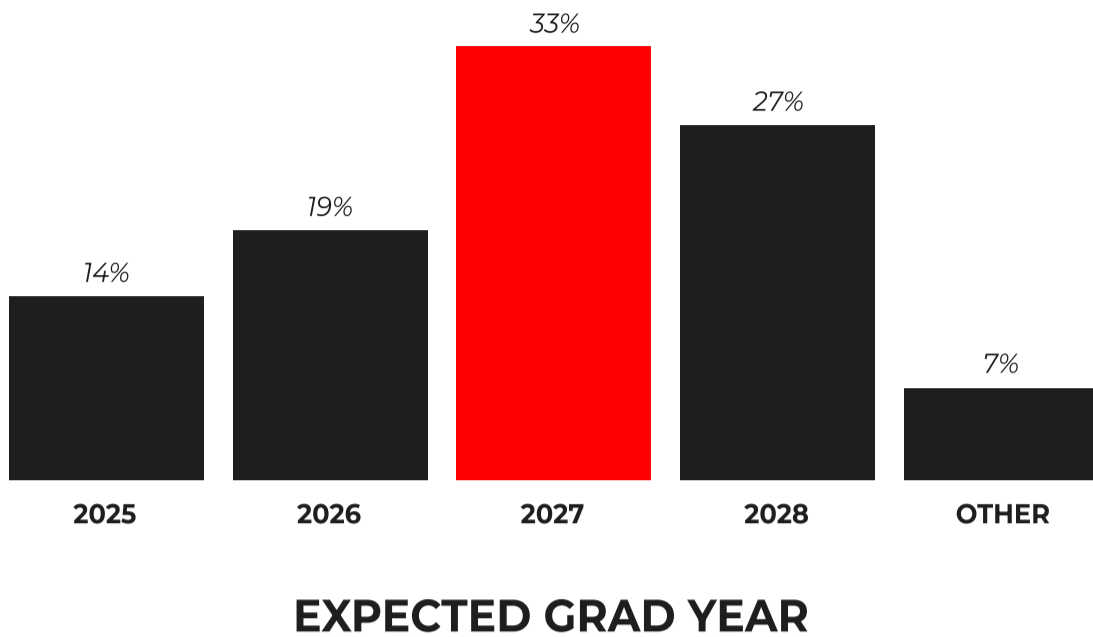
WHY US?

1. Recruiting

CalgaryHacks 2024 brings together 400 of the brightest problem solvers and innovators from across Alberta and beyond. This is a unique opportunity for your organization to engage with talented individuals who are passionate about creating real-world solutions. With participants from diverse academic backgrounds such as computer science, engineering, business, and the arts, CalgaryHacks fosters a collaborative environment where innovative ideas thrive. Whether you're looking to connect with candidates for internships or full-time positions, CalgaryHacks provides direct access to a talented and motivated pool of future leaders in technology and innovation.

2. Connection

Sponsors at CalgaryHacks 2024 have the opportunity of being seen by much of the University of Calgary's diverse and talented student body. With 400 participants and a large online following, this is your opportunity to engage directly with future leaders in technology, engineering, and beyond. We offer various mediums—ranging from in-person networking to digital outreach—ensuring that your brand is visible and interactive. Our goal is to create meaningful connections between our hackers and sponsors, bridging the gap to foster innovation, collaboration, and future opportunities.

3. Promotion

Looking to demo your product or service? CalgaryHacks 2024 gives your brand the opportunity to put your product or API directly in the hands of 400 eager and talented students. Watch as they innovate, experiment, and build with your tools, offering you real-time feedback and showcasing the full potential of your solutions. This is your chance to highlight your offerings to a tech-savvy audience while gaining valuable insights and fostering connections with future leaders in the industry.

EXPECTED GRAD YEAR

2025	2026	2027	2028	OTHER
14%	19%	33%	27%	7%

400+
hackers

100+
submissions

13
schools

—— **Testimonies** ——

"It was my first hackathon ever, but it was an all around amazing experience! Everyone was super friendly, the food was really good, and it was just an awesome vibe. I'm not a huge hackathon guy, but I'll be back next year for sure!"

"The event was very well planned and included workshops and seminars that I found both helpful and interesting."

SPONSOR TIERS

	KILOBYTE	MEGABYTE	GIGABYTE
Cost	**$500**	**$1000**	**$2000**
Marketing			
Logo on our website	Small	Medium	Large
Logo on a poster	Small	Medium	Large
Promotional posts	●	●	●
Keynote speakers			●
Having a workshop			●
Company swag		●	●
Recruiting			
Booth with reps	N/A	Small	Large
Sponsoring prizes	Bounty	Bounty or Main	Bounty and Main
Resume access	●	●	●
Assigning bounty topics		●	●
Judging			
Panel representation	●	●	●
Announcing winnners			●

Thanks!

csus@ucalgary.ca

calgaryhacks.ca
csus.club