PENNAPPS XII

September 4-6, 2015.   2000 hackers.   36 hours.

SPONSOR INFORMATION

We're bringing together 2000 of the technological world's most creative and passionate students to the University of Pennsylvania for the nation's largest college hackathon ever – 36 hours of hacking on mobile, web, or hardware to create hundreds of groundbreaking products from scratch in one weekend.

Our participants have included hackers who have gone on to become YC-backed startup founders, win Apple Design Awards, and raise solid seed rounds for startups based on PennApps hacks (read more about our history here). They come from around the world; from well-known schools like Stanford, MIT, Carnegie Mellon, ETH Zurich, and National University of Singapore to places with hidden talent – even high schools like Thomas Jefferson and Cupertino High.

This is the best time to sponsor PennApps that there has ever been—here's exactly why:

RECRUITING

Hackathons give you incomparable access to top technical talent and we can proudly say that we attract some of the smartest people around. As the oldest student-run college hackathon, people in this community know us by name, not just because we've been around so long but because we've had quite a bit of time to make mistakes and learn from them, in order to throw (what we think is) the best hackathon possible. This combination of prowess and reputation gives us access to an unbelievably talented applicant pool, of whom we pick the most talented through a rigorous application process.

LIVE FEEDBACK/ADOPTION ON NEW PRODUCTS

Hackathons allow real-time observation of potential clients trying your product—think of it as a weekend of incredibly high-speed, high-quality user testing. Watching hackers work their way through your products will prove invaluable for fine-tuning functionality and documentation for a seamless user experience. In addition, since hacking culture centers on trying new things, these experiments act as edge cases that implicitly test for robustness and scalability, and give you an audience open to using and driving adoption of your product. At PennApps, we provide our API sponsors with a 2000-person-strong potential user pool plus stage time, branded company/API prizes, and other large-scale opportunities to help you maximize these opportunities.

BRAND RECOGNITION/EXPOSURE

If you have been searching for a way to expedite your company's brand recognition, want to show off your company's technical side, or are just looking to meet some of tomorrow's technological leaders, you've come to the right place. Companies love coming because sponsoring PennApps means that we do everything we can to make you a bigger deal than you already are. We give you exposure exactly where you'd want it most—a weekend with a huge concentration of early adopters and potential future customers who are all looking to try new things and innovate on existing technology.

Still have questions? Not yet sure this is exactly what you're looking for? Read more about **How To Make The Most Out Of Sponsoring A Hackathon** and shoot us an email at sponsor@pennapps.com – we're all friendly people (who monitor our inboxes almost 24/7) and would love to chat about how we can better cater to your needs.

PENN APPS

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VC SPONSORSHIP TIERS

	Kilo	Mega	Giga	Tera
	$4,500	**$8,500**	**$12,500**	**$17,500**
GENERAL				
Number of portfolio companies	1	2	3	4
Bring hardware*	✓	✓	✓	✓
Send mentors	✓	✓	✓	✓
Demo	1 min	1 min	1 min	1 min
Sponsor table		✓	✓	✓
Sponsored side event			✓	✓
Customized lounge				✓
Present prize on stage				✓
RECRUITING				
Distribute materials	✓	✓	✓	✓
Resumes		Post-event	Pre-event	Pre-event
Send recruiters			✓	✓
BRANDING				
Logo on hardware banner*	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓
Award branded prize	✓	✓	✓	✓
Swag in bags & your table	Swag bags	Bags & table	Bags & table	Bags & table
API directory	✓	✓	✓	✓
Logo on t-shirt	✓	✓	✓	✓
Blurb in program			✓	✓

A LA CARTE ADD-ONS

Sponsor a Side Event **$1,500**	Sponsor a Snack **$2,500**	Sponsor a Hardware Space* **$2,000 minimum bid**

Only for Hardware portfolio companies