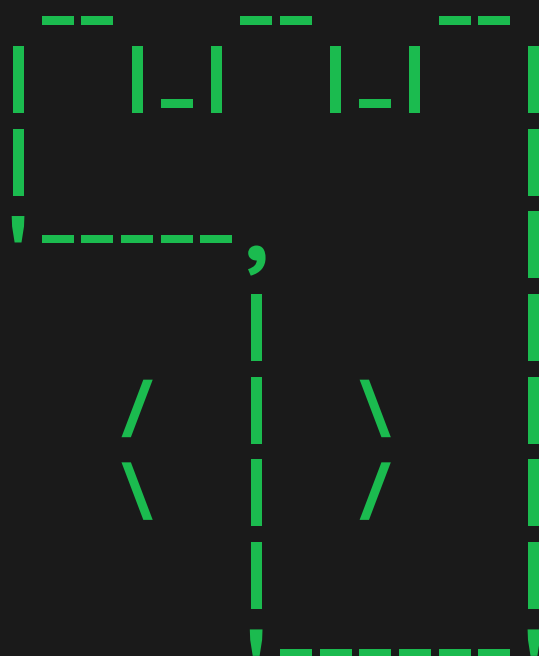


HackNotts '23

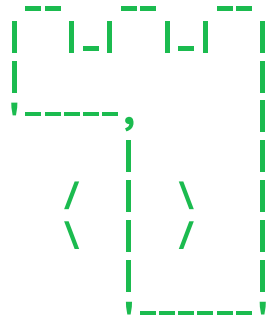
* 11-12 Feb 2023 *



*Sponsorship
Information*



About HackNotts



HackNotts is our annual student hackathon, run by us at HackSoc for the **9th year running**. During the 24-hour event, over **150 hackers** will have the opportunity to attend live workshops, engage with technology, and create something amazing.

Last year we successfully ran **HackNotts** during the aftermath of COVID, filling all 100 spaces we could offer due to the pandemic. This year, we are excited to hold a much larger event, returning to our old standards with an estimated **150-200 attendees!**

HackNotts is by far our largest event of the year at HackSoc, and one of the largest in the Student's Union – **this is your chance to get involved!**



> a photo from last year's HackNotts

About HackSoc



HackSoc is the **University of Nottingham's** leading technology, programming, computer science, and Hacking society. We have existed for around a decade and in that time have become one of the University's largest societies, with **more than 300 members!**

Our aim is to promote education and engagement with technology to University students of all skill levels, backgrounds, and degrees. Our membership contains a large number of Computer Science students, but also many students from Physics, Mathematics, Engineering, and even Humanities and Arts.



> a photo from a recent HackSoc event

As a society, we run and host workshops and speaker events in a wide range of technologies and disciplines from programming and CS fundamentals, to more specific topics. We also regularly attend tech meet-ups and other external events.

hacksoc.net
hacknotts.com

Why Sponsor Us?

Sponsoring **HackNotts** has huge benefits for your company!

Branding and Advertising

Sponsoring **HackNotts** is a great way to build your brand, and to get the word out to hundreds of students.

There are opportunities for you to show your presence with **logos** and branding on our website, on our marketing materials, and at our event; the option to send **mentors** to interact with our Hackers; and, finally, the ability to give out **branded swag**!

Recruitment

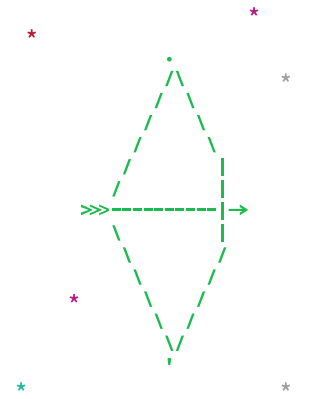
HackNotts is a pool of hundreds of talented **students who are truly passionate** about all kinds of technology from web development and software engineering all the way to hardware hacking and embedded systems.

Not only can you come along and **interact with our Hackers**, you can access a **large selection of CVs** (typically around a third of our attendance submit their CV.)

Additionally, you can **sponsor a prize category**, which is a great way to see how Hackers respond to potential engineering problems in your organisation, or to see how they engage with your specific APIs and tools.

Developer Relations

By sponsoring **HackNotts**, you are helping build an amazing event for students all over the country, **inspiring future generations** of programmers, mathematicians, thinkers, and tinkerers.



How Does Sponsorship Work?

Being a free event, **HackNotts** relies on sponsorship from companies such as yourself to exist. We are extremely grateful that you are considering sponsoring us!

Here's how it works:

- Choose between:
 1. Our base [Sponsor](#) package, plus zero or more [Sponsorship Add-ons](#) of your choice
 2. Or, a selection of our [Other Opportunities](#) (see pg. 9.)
- Let us know what you want, and we'll get contract sorted! We'll start putting your logo in our marketing as soon as we can.

If you have any questions at all, please reach out to us! If you have any special requests which are not part of the packages or the add-ons, we may be able to cater for this. Please get in contact and we can try to sort something out.

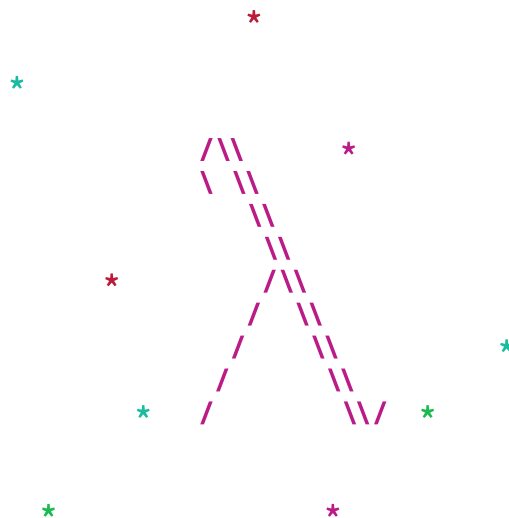
We can be reached at:

committee@hacknotts.co.uk

Base Package

Sponsor: £900

- Our base sponsorship package.
- **Your logo** on our website, banners, and promotional materials.
- You can run a **one-hour workshop** on a topic of your choice, and we will advertise this.
- You can send up to **two mentors/representatives** to interact with our Hackers. (Representatives will be given free food and drink for the duration of the event.)
- Give a **five-minute presentation** in our opening ceremony.



Sponsorship Add-ons

We offer a number of add-on packages to help you get more out the event, and to allow you to engage more meaningfully with our Hackers.

Custom Prize Category: £250

- You can offer a prize category that teams may enter into.
- You will choose the winning team for this prize and will provide the prize itself (4 to a team.)
- This also gives you a final presentation opportunity in our closing ceremony, while you announce the winner.
- The perfect way to get Hackers excited about your tech, and to incentivise them to engage with your organisation.

Booth: £250

- We will allocate you a table in the Hacking space.
- You can decorate this booth however you like, and Hackers can come up to speak to you.
- A booth is also the ideal way to give out any swag or merch, and to promote yourself at the event.
- Makes your presence more obvious and visible to the attendees.

Extra Workshop: £250

- On top of your one-hour workshop from your sponsorship package, you can offer a second one-hour workshop to introduce additional topics.
- Alternatively, you may extend your first workshop to a two-hour session.

Longer Presentation: £250

- Your presentation during the opening ceremony may be up to five minutes longer (10 minutes.)
- This is ideal if you would like to demonstrate some technology live to all attendees.

Advertise to Attendees: £200

- You can send an advertisement to all HackNotts attendees over email, before the event.

Send More Representatives: £200

- Send another 3 people from your company (for 5 total).

Hacker CVs: £250

- Full access to all of our talented hackers' CVs
- Typically around 1/3 of hackers submit their CV, so we estimate 50-65 CVs this year.

Other Opportunities

Aside from the sponsorship packages and add-ons on the last few pages, we offer some additional options. These can be purchased *without* also purchasing the Sponsor base package.

Advertising Partner: £500

- Have your name and logo appear in our branding and marketing materials.
- This includes physical and digital materials we produce after receiving your sponsorship.
- Another option, ideal for promoting your brand when you don't need or want to send representatives in.

Sponsor a Prize: FREE

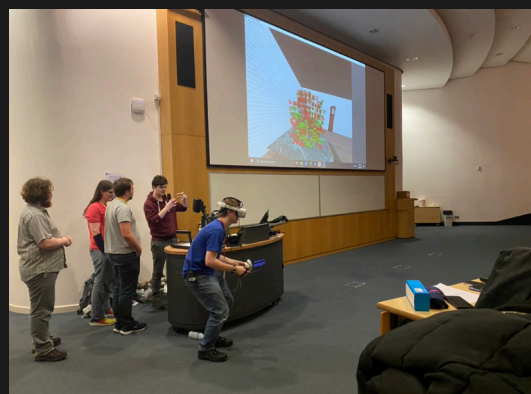
- Ship us a prize, and we'll give it out to the winners of one of our existing prize categories!
- We will handle the judging and distribution of the prize, but we will make it clear that you sponsored it.
- If you want more control (e.g. judge the winners yourself, or give a specific challenge) consider the Custom Prize Category add-on.

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hacksoc.net



> some photos from last year's
HackNotts