

THE ASSOCIATION FOR COMPUTING MACHINERY AT THE  
UNIVERSITY OF MINNESOTA, TWIN CITIES

# MINNEHACK 2022

---

## SPONSORSHIP TIER OUTLINE

Contact: [acm@umn.edu](mailto:acm@umn.edu)

THE ASSOCIATION FOR COMPUTING MACHINERY AT THE  
UNIVERSITY OF MINNESOTA, TWIN CITIES

## BRONZE SPONSORS - \$1,500

### **BENEFITS:**

#### **Small logo featured on all MinneHack digital and print materials:**

Your logo will be placed on our website, adverts, apparel, and all other material created specifically for MinneHack 2022.

#### **Mentor positions:**

We guarantee 2 mentor positions to each Bronze sponsor during each mentoring period. Barring any schedule changes, there will be two mentorship shifts. The first from 4:15 PM — 10 PM on January 22, and the second from 10 AM — 4 PM on January 23. Mentors may choose when to be present during these times. Any changes to the schedule will be made before December 29th, and you will receive another email should these shifts change. Mentors should wear the event shirt provided to them by us or company apparel and will be situated in the Great Hall alongside hackers. Mentors must have programming experience.

#### **Organization blurb featured in MinneHack attendee pamphlet:**

Note: We may not be doing pamphlets this year.

Company logo and a small provided blurb will be provided in a lanyard pamphlet provided to all hackers. Blurb will be required by December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd) in order to be printed in the pamphlet - in the case of missing blurbs, the company logo alone will be substituted.

#### **Branded goodies in MinneHack 'swag bag':**

Each attendee will receive a bag filled with products from our sponsoring companies. These can be any small- to medium-sized goodies you wish to distribute to the hackers. These will need to be delivered to ACM no later than January 17th.

If you need help, here's a list of potential goods to provide: Shirts, beanies, gloves, stickers, USB drives/micro SD cards with useful content (such as a job app), Coffee mugs, water bottles, magnets, mini staplers, stylus pens, mobile device chargers, phone wallets/cases, stress balls, puzzles, toys, tools, fridge clips, microcontrollers.

Due to oversaturation, we ask that you do not provide plain 12 ounce drink koozies, bottle openers, or rubber bracelets.

#### **Resume drop from attendees:**

We are including a resume drop as part of registration, and our attendees are strongly encouraged to supply a resume. You will be granted access to all competitors resumes after the event.

### **WHAT WE NEED FROM YOU:**

**Logo** - Your logo will be featured on all future materials as soon as it is received.

Contact: [acm@umn.edu](mailto:acm@umn.edu)

THE ASSOCIATION FOR COMPUTING MACHINERY AT THE  
UNIVERSITY OF MINNESOTA, TWIN CITIES

**Blurb** - Please send your company blurb prior to December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd), 2022.

**Swag** - Swag to be included in "swag bags" must be delivered by January 17th, 2022.

**Mentors** - Up to two (2) representatives may mentor hackers during each mentor shift.

---

## SILVER SPONSORS - \$3,000

### **BENEFITS:**

#### **Small logo featured on all MinneHack digital and print materials:**

Your logo will be placed on our website, adverts, apparel, and all other material created specifically for MinneHack 2022.

#### **API or product feature:**

If you have any nifty hardware or software you would like to share with hackers for use during the competition, we are happy to help you do so.

#### **Judge positions:**

Silver sponsors will have the opportunity to provide two (2) judges. Judges should be somewhat tech savvy, with programming experience preferred. Knowledgeable judges are vital to ensuring that the most talented competitors are rewarded. Judges should arrive at 3:30 PM January 23, and the award ceremony will start at 6:45 PM. Judging does not overlap with either of the mentoring shifts, so a judge could be a mentor, as long as they are aware of the time commitment this requires. Judges should wear the event shirt we give them or company apparel.

#### **Mentor positions:**

We guarantee 3 mentor positions to each Silver sponsor during each mentoring period. Barring any schedule changes, there will be two mentorship shifts. The first from 4:15 PM — 10 PM on January 22, and the second from 10 AM — 4 PM on January 23. Mentors may choose when to be present during these times. Any changes to the schedule will be made before December 29th, and you will receive another email should these shifts change. Mentors should wear the event shirt provided to them by us or company apparel and will be situated in the Great Hall alongside hackers. Mentors must have programming experience.

#### **Option to book a booth:**

You may choose a table that your company will have for the duration of the event, except for overnight hours. We will provide a table. And, along with personnel to watch over the table, you may bring any table throws, banners, and distributable swag. This option is free of charge and available on a first-come first-served basis for those in the appropriate tiers.

#### **Organization blurb featured in MinneHack attendee pamphlet:**

Note: We may not be doing pamphlets this year.

Contact: [acm@umn.edu](mailto:acm@umn.edu)

# THE ASSOCIATION FOR COMPUTING MACHINERY AT THE UNIVERSITY OF MINNESOTA, TWIN CITIES

Your logo and a brief blurb provided by your company will be featured in a lanyard pamphlet distributed to all hackers. This blurb will be required by December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd) in order to be printed in the pamphlet; in the case of missing blurbs, the company logo alone will be substituted.

## **Official snack sponsor (first five (5) silver level sponsors):**

Your logo will be present whenever snacks are available to hackers, and your company will be credited with the contribution of snacks provided to the attendees over the course of the event.

## **Branded goodies in MinneHack 'swag bag':**

Each attendee will receive a bag filled with products from our sponsoring companies. These can be any small- to medium-sized goodies you wish to distribute to the hackers. These will need to be delivered to ACM no later than January 17th.

If you need help, here's a list of potential goods to provide: Shirts, beanies, gloves, stickers, USB drives/micro SD cards with useful content (and a job app), Coffee mugs, water bottles, magnets, 16 ounce drink cozies(energy drink can size), mini staplers, stylus pens, mobile device chargers, phone wallets/cases, stress balls, puzzles, toys, tools, fridge clips, microcontrollers

Due to oversaturation, we ask that you do not provide plain 12 ounce drink koozies, bottle openers, or rubber bracelets.

## **Resume drop from attendees:**

We are including a resume drop as part of registration, and our attendees are strongly encouraged to supply a resume. You will be granted access to all competitors resumes after the event.

## **WHAT WE NEED FROM YOU:**

**Logo** - Your logo will be featured on all future materials as soon as it is received.

**Blurb** - Please send your company blurb prior to December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd), 2022.

**Swag** - Swag to be included in "swag bags" should be delivered by January 17th, 2022.

**API/Product** - A plan for how your product (optional) will be integrated into the competition should be reached before December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd) .

**Mentors** - Up to three (3) representatives may mentor hackers during each mentor shift.

**Judges** - Up to two (2) representatives may serve as judges and help determine winners.

---

## GOLD SPONSORS - \$5,000

### **BENEFITS:**

**Large size logo featured on all MinneHack digital and print materials:**

Contact: [acm@umn.edu](mailto:acm@umn.edu)

# THE ASSOCIATION FOR COMPUTING MACHINERY AT THE UNIVERSITY OF MINNESOTA, TWIN CITIES

Your logo will be placed on our website, adverts, apparel, and all other material created specifically for MinneHack 2022.

## **Exclusive product giveaway and announcement:**

Should you choose to offer a prize in addition to the prizes ACM UMN is offering, you may. Your company would have to supply the prize(s) and a company employee to announce and deliver your prize(s). (This employee may overlap with one of your supplied judges or mentors). If you choose to participate in a giveaway, any judging criteria (ie: best in show, community prize, good use of company API) should be discussed with ACM UMN beforehand so all judges may partake in choosing winners.

## **API or product feature:**

If you have any nifty hardware or software you would like to share with hackers for use during the competition, we are happy to help you do so.

## **ThinkTalk:**

This year, Gold sponsorship comes with priority scheduling of a ThinkTalk. ACM UMN hosts hour-long talks by corporate and academic presenters on a roughly monthly basis, and these presentations are a great opportunity to market your company and products to attending students while educating your audience about how your section of the industry functions and innovates.

## **Judge positions:**

Gold sponsors will have the opportunity to provide three (3) judges. Judges should be somewhat tech savvy, with programming experience preferred. Knowledgeable judges are vital to ensuring that the most talented competitors are rewarded. Judges should arrive at 3:30 PM January 23, and the award ceremony will start at 6:45 PM. Judging does not overlap with either of the mentoring shifts, so a judge could be a mentor, as long as they are aware of the time commitment this requires. Judges should wear the event shirt we give them or company apparel.

## **Mentor positions:**

We guarantee 4 mentor positions to each Gold sponsor during each mentoring period. Barring any schedule changes, there will be two mentorship shifts. The first from 4:15 PM — 10 PM on January 22, and the second from 10 AM — 4 PM on January 23. Mentors may choose when to be present during these times. Any changes to the schedule will be made before December 29th, and you will receive another email should these shifts change. Mentors should wear the event shirt provided to them by us or company apparel and will be situated in the Great Hall alongside hackers. Mentors must have programming experience.

## **Option to book a booth:**

You may choose a table that your company will have for the duration of the event, except for overnight hours. We will provide a table. And, along with personnel to watch over the table, you may bring any table throws, banners, and distributable swag. This option is free of charge and available on a first-come first-served basis for those in the appropriate tiers.

## **Organization summary featured in MinneHack attendee pamphlet:**

Contact: [acm@umn.edu](mailto:acm@umn.edu)

# THE ASSOCIATION FOR COMPUTING MACHINERY AT THE UNIVERSITY OF MINNESOTA, TWIN CITIES

Note: We may not be doing pamphlets this year.

Company logo and a summary will receive a full page in the lanyard pamphlet supplied to all hackers. Summaries are required by December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd), along with any additional logos you wish to supply. In the case of a missing summary, the MinneHack team will attempt to create a summary on behalf of your company.

## **Official meal sponsor (first three (3) gold level sponsors)**

Your company logo will be present with one of the event's provided meals, and your company will receive an individual shoutout when the meal is announced.

## **Branded goodies in MinneHack 'swag bag':**

Each attendee will receive a bag filled with products from our sponsoring companies. These can be any small- to medium-sized goodies you wish to distribute to the hackers. These will need to be delivered to ACM no later than January 17th.

If you need help, here's a list of potential goods to provide: Shirts, beanies, gloves, stickers, USB drives/micro SD cards with useful content (and a job app), Coffee mugs, water bottles, magnets, 16 ounce drink cozies(energy drink can size), mini staplers, stylus pens, mobile device chargers, phone wallets/cases, stress balls, puzzles, toys, tools, fridge clips, microcontrollers

Due to oversaturation, we ask that you do not provide plain 12 ounce drink koozies, bottle openers, or rubber bracelets.

## **Resume drop from attendees:**

This year we are including a resume drop as part of registration to ensure as many resumes as possible. You will have access to all of these after the event.

## **WHAT WE NEED FROM YOU:**

**Logo** - Your logo will be featured on all future materials as soon as it is received.

**Blurb** - Please send your company blurb prior to December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd), 2022.

**Swag** - Swag to be included in "swag bags" should be delivered by January 17th, 2022.

**API/Product** - A plan for how your product (optional) will be integrated into the competition should be established before December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd), 2022.

**Prize(s)** - Optional prizes for giveaways may be brought to event on January 22, 2022.

**Mentors** - Up to four (4) representatives may mentor hackers during each mentor shift.

**Judges** - Up to three (3) representatives may serve as judges and help determine winners.

---

THE ASSOCIATION FOR COMPUTING MACHINERY AT THE  
UNIVERSITY OF MINNESOTA, TWIN CITIES

## PLATINUM SPONSOR - \$15,000

### **BENEFITS:**

#### **Double-size booth:**

This sponsor will have access to our largest booth at the event, placed next to the stage. Your company will have the table for the duration of the event, except for overnight hours. We will provide a table. And, along with personnel to watch over the table, you may bring any table throws, banners, and distributable swag.

#### **Banners in the competition space:**

Our platinum sponsor has exclusive permission to place banners and branded materials within the attendee area.

#### **Most prominent logo featured on all MinneHack digital and print materials:**

Your logo will be placed prominently on our website, adverts, apparel, and all other material created specifically for MinneHack 2022.

#### **Keynote speech:**

MinneHack opens with a keynote speech from our Platinum sponsor who will have the floor for whatever topic they wish. Suggested topics: About the company's technology, career opportunities.

#### **Projected Media:**

An official slideshow featuring content chosen by the Platinum sponsor will play throughout the event.

#### **Full page in official pamphlets:**

Note: We may not be doing pamphlets this year.

Pamphlets for the event will feature a full page on this year's platinum sponsor.

#### **Choice of competition prompt:**

The platinum sponsor will have a major hand in deciding the prompt for this year's competition. This means that every competitor will be solving the problem *you* want them to solve, and you can even tailor the prompt to make the kind of developers you're most interested in hiring stand out!

#### **Expanded Judge positions:**

Platinum sponsors will have the opportunity to provide up to four (4) judges. Judges should be somewhat tech savvy, with programming experience preferred. Knowledgeable judges are vital to ensuring that the most talented competitors are rewarded. Judges should arrive at 3:30 PM January 23, and the award ceremony will start at 6:45 PM. Judging does not overlap with either of the mentoring shifts, so a judge could be a mentor, as long as they are aware of the time commitment this requires. Judges should wear the event shirt we give them or company apparel.

#### **Expanded Mentor positions:**

Contact: [acm@umn.edu](mailto:acm@umn.edu)

# THE ASSOCIATION FOR COMPUTING MACHINERY AT THE UNIVERSITY OF MINNESOTA, TWIN CITIES

We guarantee 8 mentor positions to each Platinum sponsor during each mentoring. Barring any schedule changes, there will be two mentorship shifts. The first from 4:15 PM — 10 PM on January 22, and the second from 10 AM — 4 PM on January 23. Mentors may choose when to be present during these times. Any changes to the schedule will be made before December 29th, and you will receive another email should these shifts change. Mentors should wear the event shirt provided to them by us or company apparel and will be situated in the Great Hall alongside hackers. Mentors must have programming experience.

## **Additional benefits:**

With such a generous contribution, the Platinum sponsor is ultimately what makes MinneHack possible, and we make sure to promote them at every opportunity. If there are any additional requests or ideas that would make this role more desirable and comfortable, we would be happy to discuss what we can do to make your ideas a reality.

## **WHAT WE NEED FROM YOU:**

**Logo** - Your logo will be featured on all future materials as soon as it is received.

**Blurb** - Please send your company blurb prior to December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd), 2022.

**Swag** - Swag to be included in “swag bags” should be delivered by January 17th, 2022.

**API/Product** - A plan for how your product (optional) will be integrated into the competition should be established before December 23rd (December 31 is the actual deadline. But with the holidays, consider it the 23rd), 2022.

**Prize(s)** - Optional prizes for giveaway may be brought to the event on January 22 or 23, 2022.

**Mentors** - Up to eight (8) representatives may mentor hackers during each mentor shift.

**Judges** - Up to four (4) representatives may serve as judges and help determine winners.

**Projected Media** - Slides to be incorporated into the slideshow presented during the event

**Prepared Speech** - Up to one hour in length. May include a slideshow or video. Can be presented by representative.

**Banners** - Will be set up in competition area

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

If you would like to highlight your company’s presence at the event but feel uncomfortable with committing at any of our tier levels, or if you would like to add a little extra to your current tier, MinneHack needs support for our long-distance competitors and a little flair for our competition winners!

### **Travel Reimbursement:**

Many competitors travel from outside the Twin Cities area--some even from outside the state! Helping these programmers attend the event is a great way to promote your company throughout the Midwest.

Contact: [acm@umn.edu](mailto:acm@umn.edu)



THE ASSOCIATION FOR COMPUTING MACHINERY AT THE  
UNIVERSITY OF MINNESOTA, TWIN CITIES

**Competition Prizes:**

Contributing to the prize pool for MinneHack's standout programmers is a wonderfully flexible way to express your support.

---

MinneHack is a community event, and we appreciate support in many forms. Please do not hesitate to reach out if you are interested in contributions that do not fit the packages described above.