



**KNOXVILLE CITY HACKATHON
2019 SPONSORSHIP GUIDE**

KNX
HX'19



WELCOME LETTER

The City of Knoxville has continued to be recognized as a mid-sized city on the rise, with a lot of its growth traced to not only globally recognized research at the University of Tennessee and nearby Oak Ridge National Laboratory but to the growing tech industry as well. KnoxDevs was founded in July 2015 to bring together the separate local tech communities and foster a welcoming community for local professionals to learn from one another. In the past year, KnoxDevs has explored ways in which we could leverage the local tech community to serve the greater Knoxville community. Built on top of previous collaborations with the Knoxville Entrepreneur Center, together we've embarked on our biggest event yet: the Inaugural Knoxville City Hackathon. We aim to make a hackathon that's accessible for seasoned professionals and those new to the industry. While this hackathon will be general in purpose, in addition to company sponsored prizes, we also have assembled a collection of city datasets and real world challenges that city departments face for hackathon participants to choose from. This hackathon will be an excellent opportunity to raise the profile of civic engagement by the tech community with our jewel at the foothills of the Smokies.

As our partner, this event offers your organization exposure to a group of driven and talented individuals in the Knoxville area. Some of these individuals are students that are on the verge of entering the industry, while many others are seasoned professionals with many years of experience, some of whom are very active in the local tech community. Your organization's participation gives you the advantage of meeting passionate people in a practical environment where you can get to know them personally. We want our stellar participants to be aware of what you do best and know how to reach out to your organization, whether it's using your product or joining your team. Although monetary donations are what will allow this event to happen, we would also love representatives from your organization to mentor and give talks to our participants—get them excited about what you do every day, and tell them how you're shaping the industry.

We are excited to build on our previous success—in building the profile of the tech community—with your organization to make the Inaugural Knoxville City Hackathon the best it can be.

Sincerely,

The Knoxville City Hackathon Organizers

Cody Lambert
Adrian Carr
Tim Kuhn
Jim Biggs

Alex Pawlowski
Jared Smith
Michael Mizner
Jonathan Sexton





HACKATHON OVERVIEW

What is a Hackathon?

A hackathon is an event for students and professional surrounded by professional mentors, recruiters, and faculty to come together, brainstorm, and make things— all in one caffeine-filled, sleepless weekend. Participants tend to be coders, designers, and makers, and with a fusion of different talents, students form teams that innovate and create new things using their combined skills. Typically, students make software applications, hardware applications, or mobile apps. Since the event is only a weekend, people “hack together” different solutions and ideas to make novel projects in a short amount of time. This is much different than a normal hackathon.

Why Sponsor?

Imagine a room with a captive audience of over a hundred local Knoxville area students and professionals alike. You'll be a hero and a legend for feeding them food, helping them debug code, and participating in a civic-minded weekend event to benefit the City of Knoxville. Your company has a chance to recruit some of Knoxville's most brilliant coders and innovators and mentor them for an entire weekend. By sponsoring the Knoxville City Hackathon, you also reap a variety of other benefits and opportunities, detailed in the following pages.



SPONSORSHIP TIERS



Scruffy, \$500



Suttree, \$1,000



Holston, \$2,500



Marble, \$5,000



Flagship, \$7,500

Scruffy Suttree Holston Marble Flagship

General

Send Mentors/Engineers/Developers	Scruffy	Suttree	Holston	Marble	Flagship
Provide and Award Prize - Best Use of API, Service, etc.	Scruffy	Suttree	Holston	Marble	Flagship
Provide Promotional Items/Swag	Scruffy	Suttree	Holston	Marble	Flagship
Sponsored Snack		Suttree	Holston	Marble	Flagship
Scheduled Time Slot for Tech Talk or Tutorial			30m	45m	60m
Sponsored Table			Holston	Marble	Flagship
Sponsored Meal				Marble	Flagship
Welcome Ceremony Keynote Presentation					15m

Judging

Company Representative Judges Sponsored Prize (if applicable)	Scruffy	Suttree	Holston	Marble	Flagship
Company Representative Participates in First Round of Judging		Suttree	Holston	Marble	Flagship
Company Representative Participates in Final Round of Judging				Marble	Flagship

Recruiters

Send Recruiters			Holston	Marble	Flagship
Access to Participants' Information				Marble	Flagship
Résumé Book of Participants (who choose to submit résumés)				Marble	Flagship
Job Postings in Email Digests and Program					Flagship
Sponsored, Private Company Room					Flagship

Branding/Marketing

Mention During Open/Close	Scruffy	Suttree	Holston	Marble	Flagship
Logo on Website	Scruffy	Suttree	Holston	Marble	Flagship
Logo on Program (any verbal communication, PDFs)	Scruffy	Suttree	Holston	Marble	Flagship
Logo on Official Hackathon T-Shirt		Suttree	Holston	Marble	Flagship
Corporate Recognition in our Recap Video			Holston	Marble	Flagship
Logo on all Email Communication				Marble	Flagship
Hackathon Slack Channel Blast to Participants (Every 6 Hours)				Marble	Flagship
The Inaugural Knoxville City Hackathon Powered By _____					Flagship
Logo on All Attendee Lanyards/Badges					Flagship



LET'S TALK

Interested in sponsoring?
Reach out at sponsor@knxhx.org

