hack western 10
Sponsorship Package
Welcome to Hack Western 10 — Fostering a Decade of Innovation, Looking Back, Moving Forward. With 9 past successful iterations, our team has seen just how much of an impact our event has played in cultivating the next generation of technology leaders.

The success of Hack Western wouldn’t be possible without the growing support from companies like yours, allowing Hack Western to expand and impact more students year after year. Last year, we welcomed 400+ students to our event, facilitating a weekend of learning, creativity, and innovation. This year, as we celebrate our 10-year anniversary, we hope to provide more opportunities for you to engage with top student talent and foster a learning environment fuelled by curiosity and drive.

We are excited for the upcoming year and developing a strong, long-lasting partnership with your company. We are happy to provide more information in regards to our in-person hackathon format or other matters. Thank you for considering Hack Western 10, we look forward to discussing how your involvement will create an invaluable learning experience for our attendees.

Maaz Siddiqi  
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Charlotte Lemon  
Co-Director  
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What is Hack Western?

Hack Western is one of Canada’s largest annual student-run hackathons. In honour of our 10-year milestone, we’re excited to make this year’s event our finest one yet. Coming the weekend of November 24th–26th, 2023, participants will collaborate in teams of up to four to build web, mobile and hardware projects—all while attending workshops, learning from mentors, and competing for prizes.

Your support will help us immensely in increasing accessibility to tech opportunities for students, as well as in providing the necessary mentorship, guidance and resources to inspire the next generation of tech leaders.

Event Details

Pre-Weekend → November 17th–19th, 2023
Hackathon → November 24th–26th, 2023
Hosted at → Western University

Why Sponsor?

Recruit
As a sponsor, you’ll have access to top student talent from various backgrounds and a breadth of experiences. We’ll provide resumes and profiles, while also facilitating activities like coffee chats.

Showcase
Showcase your company’s departments, projects and technologies in a unique way. Demonstrate your projects, APIs, and platform. Reward the best projects and team for implementing your technologies.

Inspire
Inspire students to produce innovative solutions for complex issues. See first-hand how students can spark change!

The Pre-Weekend

Hack Western 10 will be introducing 3 days of workshops, networking, and learning before the hacking weekend. This format will provide your company with more time to engage with students before they formally begin working on their projects. Activities during this week will be planned as a virtual-first experience.
Hack Western is dedicated to providing opportunities for all. Every year, our organization strives to prioritize widened outreach efforts and highlighting historically under-represented groups in technology.

Commitment to Diversity

40% Women
Achieved through partnering with Women in STEM organizations across different campuses in Canada

15% LGBTQ+
Achieved through actively widening outreach efforts into new communities

DEI Targets and Goals
Participating Breakdown

After years of online events, Hack Western 9 was held in-person at Western University in November 2022, creating unforgettable live experiences for over 400 attendees.

Hack Western 9 Stats

Participants by Region

<table>
<thead>
<tr>
<th>School Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western University</td>
<td>52.2%</td>
</tr>
<tr>
<td>Other Ontario Schools</td>
<td>42.6%</td>
</tr>
<tr>
<td>Other Schools</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

Various Majors

<table>
<thead>
<tr>
<th>Major</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Science</td>
<td>48.6%</td>
</tr>
<tr>
<td>Engineering</td>
<td>38.7%</td>
</tr>
<tr>
<td>Sciences</td>
<td>3.3%</td>
</tr>
<tr>
<td>Business</td>
<td>2.7%</td>
</tr>
<tr>
<td>Other</td>
<td>4.6%</td>
</tr>
<tr>
<td>Mathematics</td>
<td>2.1%</td>
</tr>
</tbody>
</table>
### Sponsorship Tiers

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Table/Dedicated Slack Channel</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Send Mentors</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Custom API/Prize</td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Host a Pre-Weekend Workshop</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Host a Workshop at Hack Western 10</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Stage Time at Opening Ceremonies</td>
<td></td>
<td></td>
<td>3 mins</td>
<td>5 mins</td>
</tr>
</tbody>
</table>

### Recruiting

| Access Student Resumes, Github, LinkedIn              | ★              | ★              | ★            | ★               |
| Onsite Interviews and Coffee Chats                    |                | ★              | ★            | ★               |
| Access Coffee Chat Scheduler                          | 1              | 2              | 3            |                 |

### Exposure

| Logo on Website                                       | ★              | ★              | ★            | ★               |
| Social Media Shoutouts (Instagram, LinkedIn, Discord, Facebook, Twitter) | ★              | ★              | ★            | ★               |
| Named Event at Hack Western 10                        |                | ★              | ★            | ★               |

### Judging

| Representative(s) on Judging Panel                    | ★              |

Looking to mix and match tiers or to support us in a different way? Let's get in touch!
**Recruit Top Talent**
Discover and attract some of the brightest early talent during the event through on-site networking opportunities and company exposure. You’ll also have direct access to interested students and their resumes after the event.

**Custom API/Prize**
Gain exposure for the use of your company product or API through a unique challenge with specific goals for hackers to work towards in their projects.

**Inspiring Workshops**
See first-hand how students can spark change with your technologies and people by inspiring innovative solutions for complex issues. Workshop topics range from career skills to tech talks with hands-on, challenging, and creative content. We’ll require your workshop topic beforehand.

**Judging**
A company representative will sit on the judging panel and help select the top three teams for the hackathon based on usability, functionality, and innovation. You will play a critical role in deciding the top teams in a fair manner.
Over the past nine years, our sponsors have made it possible for us to bring together students from across Canada for a weekend of learning, building, and competing. Hack Western would not be where it is today without the generosity of our sponsors.
Hack Western 10 Organizers

Maaz Siddiqi
Co-Director
Charlotte Lemon
Co-Director

Dennis Zhang
Logistics Lead
Zoey Zheng
Sponsorship Lead
Lesley Hou
Web Lead
Ansel Zeng
Web Lead
Orianna Lui
Marketing Lead

Janice Xu
Logistics Advisor
Cynthia Li
Events Organizer
Joy Zheng
Events Organizer
Sharon Peng
Events Organizer
Sarah Huang
Events Organizer

Swathi Thushiyandan
Events Organizer
Jerry Zhang
Sponsorship Organizer
Sophia Ma
Sponsorship Organizer
Sara Gehlaut
Sponsorship Organizer
Josh Rabovsky
Web Organizer

Hardeep Gambhir
Marketing Organizer
Kristen Zhang
Web Organizer
Arsalaan Ali
Web Organizer
Ben Asokanthan
Web Organizer
Justin Yan
Web Organizer

Sammi Yeung
Marketing Organizer
Bonnie Qiu
Design Organizer
William Liu
Design Organizer
Jason Li
Web Organizer
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