

hack(上海)

Sponsor Information

What is HackShanghai?

HackShanghai is the **largest college hackathon in China**, and aims to attract 250 top student hackers/programmers to compete in a 24-hour coding marathon, in which teams build and present a product.

Hackathons have spread exponentially in US colleges in the past four years. Now, major hackathons regularly attract over 1,000 students, and are held by universities such as MIT, Yale, Harvard, and UPenn. These events are extremely successful because they benefit students, sponsors, and universities. We are directly expanding this proven model to China.

Event Details

HackShanghai '14 will take place on Nov 15-16th, 2014 over a 24-hour period. We aim to attract 250 of the top student programmers in China and beyond to compete. Prizes will be offered to the top teams, as well as to teams that sponsors wish to recognize. The hackathon will be located at NYU Shanghai's new Academic Building in the Pudong district.

Why sponsor?

As a HackShanghai sponsor, you will champion innovation and creativity in China's next generation of technology leaders. You will help provide awesome prizes, fund equipment for teams, and supply 250 hackers with food and refreshments. We also highly encourage sponsors to send a few mentors during the hackathon to talk with teams and provide guidance.

Sponsorship benefits:

1. You will have **direct access to recruit** the most talented, ambitious, and smartest young developers in the industry.
2. You can **establish a relationship between your product** (or API) and the next generation of technology leaders.
3. You will support China's tech community and **positively promote your brand** with the values of innovation and entrepreneurship.

Reach us anytime at sponsor@hackshanghai.com

Sponsorship Table

Tiers	Startup*	Silver	Gold	Title Sponsor
Sponsorship Amount	¥5000	¥10000	¥25000	¥50000
General				
Company mentors/ reps on-site	2 (required)	4	8	10
Sponsor table near hacking area	✓	✓	✓	✓
Can award branded prize		✓	✓	✓
Tech/API talk during hackathon	(limited)	(limited)	30 min	1 hour
Opening Ceremony demo/talk	(limited)	(limited)	3 min	10 min
Award Ceremony talk			2 min	3 min
Private room during event			✓	✓
“HackShanghai co-hosted by you”				✓
Recruiting				
Distribute recruiting materials	✓	✓	✓	✓
Access to participant resumes	(limited)	✓	✓	✓
Recruiters on-site		2	4	8
Interviews on-site (in private room)			✓	✓
Marketing				
Distribute swag to hackers	✓	✓	✓	✓
Thanked in sponsor video	✓	✓	✓	✓
Logo displayed on website	✓	✓	✓	✓
Logo on HackShanghai t-shirt		✓	✓	✓
Large company banners on-site		✓	✓	✓

* We are offering a limited number of discounted sponsorships for startups.

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赞助信息

关于创客上海

创客上海是中国地区规模最大的、面向大学生群体的创客马拉松；吸引来自全中国最优秀的 250 名大学生创客、编程人员在二十四小时内完成一次马拉松式的编程大赛，创造并且向评委展示一件产品。

在过去的四年里，创客马拉松活动在美国的大学里广为流行。如今，每年由麻省理工大学、耶鲁大学、哈佛大学和宾夕法尼亚大学等知名学府举办的创客马拉松活动吸引超过 1000 名优秀学子参与。这类活动对学生、赞助商以及大学本身都有很多益处，取得了巨大的成功。现在，上海纽约大学的团队将这一体系十分成熟的创客马拉松带入中国。

活动细节

创客上海将于 2014 年 11 月 15-16 日在上海纽约大学位于浦东陆家嘴的校区隆重举办。我们的活动将吸引来自中国以及其他国家和地区的 250 名优秀学生编程爱好者参与。比赛奖品将被授予给作品最优秀并为赞助商所认可的队伍。创客马拉松将于上海市浦东新区世纪大道 1555 号上海纽约大学学术楼举办。

为什么赞助我们？

作为创客上海的赞助商，您将积极促进未来的科技领域的灵感与创新。您将为我们提供比赛奖品、比赛设备以及对参赛者的支持。我们也非常欢迎一些来自赞助商集团的导师为我们的参赛选手沟通、交流、提供帮助。

(赞助商效益)

- 1 您能够直接接触到并聘用中国行业内最聪明、最有才华、最有发展潜力的大学生，并与他们进行近距离、深层次的交流。
- 2 您能够与下一代高科技领域的年轻领袖建立联系，这对发展您公司的未来发展以及产品竞争力的提升都大有裨益。
- 3 您将支持中国高科技行业的未来发展，与中国国内规模最大、最有影响力的大学生创客马拉松合作；在亚洲金融中心上海陆家嘴展露您品牌的实力，也对

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您的品牌带来创新的活力与价值；同时，对您品牌的名誉、知名度与社会影响力有着显著的提升作用。

赞助商席位

赞助等级	创业企业*	银级	金级	冠名赞助
赞助费用	¥5000	¥10000	¥25000	¥50000
总体内容				
在场赞助商导师数量	2 (必需)	4	8	10
创客活动附近赞助商席位	✓	✓	✓	✓
赞助商品品牌产品做授奖使用		✓	✓	✓
科技/API 演讲	(限制)	(限制)	30 分钟	1 小时
开幕式发言	(限制)	(限制)	3 分钟	10 分钟
颁奖典礼发言			2 分钟	3 分钟
独立工作室			✓	✓
作为创客上海的合作发起集团				✓
雇佣及相关事宜				
分发集团雇佣宣传材料	✓	✓	✓	✓
阅读参赛者及组织者简历	(限制)	✓	✓	✓
在场人力资源工作者数量		2	4	8
独立工作室室内面试			✓	✓
市场宣传及相关事宜				
分发宣传材料	✓	✓	✓	✓
赞助商视频中鸣谢	✓	✓	✓	✓
集团标志出现在网站中	✓	✓	✓	✓
集团标志印制在创客上海衬衫上		✓	✓	✓
大型集团标志在赛场摆放		✓	✓	✓

* 我们同时为小微企业（创业企业）提供特别的折扣赞助席位。

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