MAKECU

MAKECU 2015
Sponsorship Packet

Mission Statement:

MAKECU strives to cultivate a stronger hacking culture on Columbia's campus through the establishment of an annual hardware hackathon. Our hackathon's success will encourage a new generation of engineers at Columbia who aspire to make great things.

What is MAKECU?

MAKECU is a new initiative started by members of Columbia's IEEE Student Chapter. The first **MAKECU** hackathon will take place at Columbia University on the weekend of February 28 - March 1 over the course of 24 hours. Participants will have a large selection of hardware and tools to create their hardware hacks. They will also be able to participate in workshops where professors, select sponsors, and peers will teach hackers how to effectively use the hardware and software provided to them.

What do competitors build for the hackathon?

We expect many of the projects to use a micro-controller base or repurpose existing hardware for unique applications. However, hackers will be encouraged to let their imaginations run wild. We will provide teams of three to four participants with hardware kits and peripherals, and participants are encouraged to request specialized hardware early on. Teams will also have access to a standard circuits laboratory bench, complete with test equipment such as power supplies and oscilloscopes. At the conclusion of the hackathon, teams will demo their projects to other attendees and judges. Finally, a panel of judges will evaluate and score the presented projects.

Tentative Schedule

Saturday, Feb. 28
12pm - Lunch and keynote speech by distinguished speaker
1:30pm - Hackathon kicks off
2-5pm - Hardware Hacking Workshops
7pm - Dinner

hacking continues overnight…

Sunday, Mar. 1
9:30am - Hacking ends, breakfast
10:30am - Demos and judging - open to the public
12:30pm - Lunch, closing remarks, end of hackathon!

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How can you contribute?

MAKECU will be pleased to receive any of the following items necessary for a successful hackathon. In return, **MAKECU** will provide benefits as outlined in the sponsorship benefits below.

- Monetary contribution - we must buy hardware and plenty of food for our hackers.
- Company freebies - (t-shirts, laptop stickers, water bottles, etc.). The hackers will proudly use and display these items, provide public exposure for your brand during and after the hackathon.
- Company representatives, engineers, and/or recruiters - if your company has contributed hardware, or wants to recruit from our talented student pool, we would love to give your representative an opportunity to give a tech talk or hold a workshop. We also encourage engineers to come and serve as mentors for the hackers, or even sit on the panel of judges!
- Product contribution Hardware and/or software that our hackers can use in their projects - this will give your brand the best product placement. In turn, our hackers can provide you with valuable feedback and unique use-cases during their demo presentations.

Sponsorship Benefits

Tier	**Kilo**	**Mega**	**Giga**
Value of Sponsorship *	**$100+**	**$250+**	**$1000+**
Special Benefits			
Guaranteed Keynote Speech (at kick-off or conclusion, if requested)			**X**
Choice of supplemental Grand Prize **			**X**
May run a company product-specific workshop during the hackathon, open to the public		**X**	**X**
May send an Engineer to be on Judges' Panel		**X**	**X**
Recruiting Resources			
May hold a company-specific tech talk, open to the public			**X**
Table provided for company recruiters ***		**X**	**X**
Columbia EE/CE Department Resume Book access	**X**	**X**	**X**
Brand Advertising			
Official tagline "**MAKECU** is proudly sponsored by ..."			**X**
Company banners & signs allowed at event		**X**	**X**
Company swag distributed to all participants in a goodies bag		**X**	**X**
Logo on website and other promotional material	**X**	**X**	**X**
Thanked at kick-off and conclusion	**X**	**X**	**X**

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Additional Notes for Sponsorship Benefits

* Total value of sponsorship denotes the total estimated value of monetary, product, or service contribution. As we are a hardware hackathon, we highly encourage sponsorship in many different forms.

Special Benefits

Companies at the Mega and Giga levels will be entitled to certain special benefits customized to their sponsorship package. Companies at these levels may also request to add on their own perks as well (company tours, etc.) by contacting us at makecu@columbia.edu.
** The Giga sponsor may choose a grand prize in addition to **MAKECU**'s chosen prize.

Recruiting Resources

All sponsors will have access to the resume book curated by the EE/CE department at Columbia in partnership with Columbia IEEE. Resumes will include undergraduate and graduate students from the department interested in a variety of opportunities. Sponsors at the Mega and Giga levels may send recruiters to our hackathon and speak directly to students of their choice. Lastly, Columbia IEEE would love for Giga sponsors to hold a tech talk open to the Columbia community.
*** The number of recruiters you may send will depend on sponsorship level and space considerations. The **MAKECU** team will be happy to negotiate requests for recruiting resources.

Brand Advertising

Your logo will appear on our website, t-shirts, and other printed material. The size and prominence/placement of your logo will correspond with sponsorship level, i.e. Giga sponsors will have the largest logo and be placed at the top of the sponsors list. Please note that the size of branding will be in proportion to the sponsorship level and logos received after December 31 may not end up on the t-shirts.

Conclusion

MAKECU's success depends on your support, and we hope that we can build a lasting partnership with you as our sponsor.
Feel free to discuss any questions or concerns you may have with the **MAKECU** team at makecu@columbia.edu. We look forward to hearing back from you soon!