

MAKECU 2017

Sponsorship Packet

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Mission Statement

MAKECU is an annual hardware hackathon that allows hackers of all skill levels to explore their creative and engineering talents. Hackers will be provided the space and equipment they need along with the mentorship to make the most out of these resources. We hope **MAKECU** will build confidence in hackers and inspire them to continue making.

About MAKECU

This year's **MAKECU** hackathon, organized by Columbia IEEE, will take place at Columbia University on the weekend of February 25 - February 26 over the course of 24 hours. We are targeting 75 participants, from Columbia, who will create hardware hacks in small teams with assistance from mentors and peers. At the end of the hackathon, prizes will be awarded for the best hacks or products in various categories.

What do participants build for the hackathon?

Check out last year's projects: <https://youtu.be/J1brumOMlgA>
Participants will be encouraged to let their imaginations run wild, using a micro-controller kit or repurposing existing hardware for unique applications. 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, the panel of judges will evaluate and score the presented projects.

Tentative Schedule

Saturday, Feb. 25

12pm – Check-in
1pm – Opening Ceremony & Keynote speech
2pm – Lunch and team meetup
7pm – Dinner
9pm – Arduino Workshop

Hacking Continues Overnight

Sunday, Feb. 26

10am – Breakfast
12pm – Hacking ends
12pm - Demos and judging
1:30pm - Lunch, closing remarks, end of hackathon!

How can you contribute?

MAKECU will be pleased to receive any of the following items necessary for a successful hackathon:

- **Monetary contribution**
- **Company freebies** - (t-shirts, laptop stickers, water bottles, etc.). The hackers will proudly use and display these items, providing 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. In turn, our hackers can provide you with valuable feedback and a unique application of your product.

In return, **MAKECU** will provide benefits as outlined in the sponsorship benefits table below.

Sponsorship Benefits

Tier	Kilo	Mega	Giga
Value of Sponsorship *	\$250+	\$500+	\$1000+
Special Benefits			
Keynote Speaker (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 & BME Departments Resume Books access	X	X	X
Brand Advertising			
Official tagline " MAKECU is proudly sponsored by ..."			X
Company banners & signs allowed at event	X	X	X
Company swag distributed to all participants in a goodies bag	X	X	X
Logo on website and other promotional material	X	X	X
Thanked at kick-off and conclusion	X	X	X

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 able to customize their sponsorship package. Companies at these levels may request to add on their own perks as well (site visits, etc.) by contacting us at ieee@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 departments 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, we extend an invite to all 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, e.g. Giga sponsors will have the largest logo and be placed at the top of the sponsors list. Please note that 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 ieee@columbia.edu. We look forward to hearing back from you soon!