



hack the pearl

2019 APRIL 19 - 21 | NYU SHANGHAI ACADEMIC BUILDING

SPONSORSHIP PACKAGE

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Prologue

What is a **Hackathon**?

A Hackathon is a time-constrained event which brings together different people to find rapid solutions to a challenge that has been posted. Participants brainstorm, collaborate, and develop a working community of creators that make a network of creativity which can be useful for potential recruiters, business opportunities, or improvements to existing technology.

What is **Hack the Pearl**?

Hack the Pearl is a national event promoting inclusivity and diversity to developers who come together and create solutions in Shanghai. Over the course of the program, these developers will come together to experience a nonstop rush of collaboration, creativity, and learning.

Vision

The very first major hackathon in China was HackShanghai 2014. This hackathon brought the first hack-culture into China and demonstrated the potential for rapid technological innovation in China to the world. Originating from NYU Shanghai's campus, both HackShanghai and Hack the Pearl were meant to foster that technological innovation further, and with time, grow to be the biggest hackathons in China. As we want to showcase new and innovative ideas, Hack the Pearl 2019 aims to provide an opportunity to university students across the globe to come together and make unique solutions that could have only been created in Shanghai.

Mission

Hack the Pearl exists to promote and nurture an environment for developers to freely manifest their potential to influence the world. Through ways big and small, we believe developer's creations can help form a global community, which breaks down the stereotypes of technology that exist and promote a new outlook to China's markets and innovative abilities.

Admission

As Hack the Pearl wants to ensure a well-rounded group of people, we will admit high-quality hackers based on the following criteria.

Skill

Having skills that can be used for creative purposes are critical towards raising the bar of what is to be expected, as well as building a sustainable community based on quality. Hack the Pearl is completely open to beginners towards programming, but we require a certain uniqueness and eagerness to learn and also expect the collaboration to happen between members of all different skill levels. Whether an applicant is great at programming, marketing a product, or extremely creative, we are looking for people who can highlight their skills to be useful in a group environment, where it is imperative to work together.

Passion

Passion is, in its own right, a resource. Hackers who show that they are constantly taking initiative, whether it be participation in other hackathons or a slew of independent projects, we are looking for hackers that love creating and showing their creations. Again, these creations do not necessarily have to be code-centric, but we are looking for a passion for learning that exudes a certain potential to innovate.

Community

Even though Hack the Pearl is serving primarily as a competitive event, we want to promote a tech community that goes beyond a group of people just looking for an accolade or prize. The spirit of hackathons are creating solutions, and with that comes struggle and failure. We expect applicants to go through obstacles and overcome them.

Background

Part of our mission with Hack the Pearl is to build a more global community that focuses on the quality of the hacker, based on his/her ability to work meaningfully. As with a lot of other college hackathons, we will be looking at the whole picture of a person through their resume, answers to our questionnaire, and overall collaborative efforts with other diverse groups of people. We will eliminate social divisions such as race, gender, wealth, etc. as means of biased admittance and will strive to accurately represent people of all backgrounds in order to fulfill our mission.

Sponsorship Info

Why Sponsor Hack the Pearl?

Audience Potential

Hack the Pearl will have extremely talented individuals participating in it. Participants will be selected through a rigorous sorting process and those admitted will embody our values. Participants will also be able to submit their works to be shown, and possibly resumes and CV's that could be provided to sponsors after the program. Hack the Pearl hopes to serve as a platform to lift both participants and companies up to future opportunities.

Brand Recognition

Hack the Pearl offers many avenues to showcase sponsor branding and influence. If a sponsor wants to test various new hardware, or have PR towards supporting the next generation of innovation in China, Hack the Pearl is perfect for accomplishing such ambitions. With outreach to various media outlets, as well as connection to NYU Shanghai (which is an international school with 11 other locations around the globe), we would love to help create partnerships through promoting good branding alongside our event.

Feedback

Hack the Pearl can act as a testing ground for new products as well as a place to accent a specific social goal a company wishes to focus on. Whether hardware, software, or goal-oriented, we are promoting what specific desires a sponsor wishes from hackers. With skilled hackers working at a problem from more than 24 hours, many opportunities to test and gather critical user feedback, or see adoption in applicational social goodness in the real world, can be produced.

Community

Hackathons, besides being competitions, are also communities. Hack the Pearl promotes a good way to gateway other outreaches to attending sponsors, and create potential environments where sponsors can not only meet bright diverse hackers but other sponsors that are interested in the same mission statement as your company.

Sponsorship Types

There are many ways to contribute to our event. All forms of sponsorship will be considered for packages.

Monetary Sponsorship

As with any event, Hack the Pearl requires a substantial amount of money to ensure quality and success. We seek monetary sponsorships to provide for specific items such as swag that is helpful towards our own branding.

Prize Sponsorship

Prizes in a hackathon are great for invigorating the competitive incentives of our hackers. Having more prizes at a hackathon can be a very good way to expect more successes, as well as more success to publicity.

Promotion and Advertisement Sponsorship

We want to ensure the impact of our event is important and expansive. With this being said, our presence requires help from groups that have resources to promote our event and sent our message throughout the world.

API Sponsorship + Hardware Sponsorship

One critical part of hackathon innovation is APIs and hardware. Hackers often use APIs in their projects to aid with time constraints, as well as finding any bugs or create further improvements. Hardware helps to build robotics and other physical items. Together, hardware and software sponsorships will be useful in creating an environment with better products.

Food Sponsorship

Food and drink are critical to a quality hacker experience and will easily contribute to higher quality products.

Swag Sponsorship

To welcome participants and give a lasting memento of Hack the Pearl 2019, we are looking for companies that can help provide swag of their own company that we can promote.

Transportation Sponsorship

Transportation partners are essential for moving our hackers. For more info, please contact in advance.

Sponsorship Tiers

	RECOMMENDED				
	Silver	Gold	Platinum	Diamond	Pearl
	¥10,000	¥20,000	¥30,000	¥40,000	¥50,000
Receive Resumes	After Event	1 Day before	2 Days before	5 Days before	Immediately
Logo on Hack the Pearl Website	○	○	○	○	○
Logo on Participant T-Shirt	○	○	○	○	○
Invitation to Opening and Closing Ceremony	○	○	○	○	○
Access to Project Submissions	○	○	○	○	○
Opening Ceremony Time (10 min)		○	○	○	○
Keynote/Workshop Presentation (30 min)			○	○	○
Company Booth			○	○	○
Shoutouts on Social Media			○	○	○
Logo on Several Swag Items				○	○
Receive Participant Email List					○
On-Site Interviews					○
Negotiable Extras					○

* Please feel free to contact us and ask more about these tiers.

Event Overview

Saturday

08:30 - 09:30	Registration
9:30 - 10:30	Opening Ceremony
10:30 -	Hacking Begins
12:30 - 13:30	Lunch Served
14:00 - 15:30	Reserved Workshop Time
16:30 - 17:30	Reserved Workshop Time <i>School Tour for Sponsors</i>
18:30 - 19:30	Dinner Served
20:30 - 21:30	Reserved Workshop Time
- 22:00	Hacking Ends PROJECT SUBMISSIONS DUE PARTICIPANTS MUST LEAVE CAMPUS

Sunday

9:00 -	Hacking Continues
11:00 - 12:30	Reserved Workshop Time
13:00 - 14:00	Lunch Served
- 16:00	SUBMISSIONS DUE
16:00 - 18:00	Judging and Top 5 Demo
18:00 - 19:00	Exhibition Session
19:00 - 20:00	Closing Ceremony
- 20:00	NON NYU SHANGHAI STUDENTS MUST LEAVE CAMPUS

NYU Shanghai is a technology-oriented school with 5 years of history in Hackathons. Two great hackathons were held at this location, allowing us to create this hackathon using past experiences to guide us.

[HackShanghai 2014](#)

[HackShanghai 2015](#)

These events saw fierce competition for participation, received high remarks and intensive media attention. Both events had a high impact on each of their communities and set a precedent for a successful hackathon in Shanghai. Hack the Pearl is not affiliated with these events, but through interviews with the leaders and committee members of HackShanghai, we believe we can be very successful with our hackathon. Committee