



# Sponsorship Proposal

Event: HacktheMidlands 8.0

Date: 9-10<sup>th</sup> December 2023

Venue: TBC



**LEARN**



**BUILD**



**SHARE**

## OUR MISSION

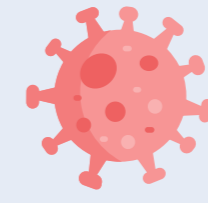
**To provide an inclusive, collaborative and welcoming environment for attendees to learn, build and share their ideas, which is open to all - regardless of background or experience**




### ABOUT US

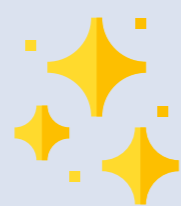
HackTheMidlands is a 24-hour hackathon, or “creative marathon”. We were founded in 2016 and are now in our 8th iteration, having grown from 122 to 300 to over 700 attendees before the pandemic.

We provide a unique space for hundreds of passionate technologists to share their experiences, meet new people and learn something new - gaining valuable skills in the process.



### COVID-19

We hosted HackTheMidlands online in 2020 and 2021. This year we're putting in place measures to ensure the venue is safe for everyone who attends as we return to being in person. We're working hard to maintain the delightful environment we're known for, and are determined to build an awesome space for everyone to keep being creative and work on unique projects together. 



### WHAT MAKES US DIFFERENT?

We're the UK's only hackathon open to **anyone**. This puts us in a unique position to foster a welcoming and diverse community for our attendees and sponsors. With this, we aim to create an incredible environment and we'll be maintaining this digitally this year - constructing a parallel to our in person events, and allowing our community to continue to learn, build and share all year round.



### WHY SPONSOR?

Sponsoring HackTheMidlands has a number of awesome benefits for you and your company. You'll get the chance to network with and engage with hundreds or thousands of bright minds, get unique perspectives on your tech, or problems you face, and generally give back to the tech community - even inspiring future generations of technologists!

### INTERESTED?

If you have any questions or reservations - please get in touch! We want to work with you, and our focus is on making HackTheMidlands the best it can possibly be for everyone taking part (and we hope that will include you). We're super passionate about this event, and would love to have you on board to help shape what it can be!

## SPONSORSHIP OPTIONS

# Our Sponsorship Packages

### Digital

£350

- ✓ Logo on website

### Bronze

£1000

- ✓ Logo on website
- ✓ Shoutout on Discord/Social media
- ✓ Sponsor rank on Discord
- ✓ Physical stall at event

### Silver

£2000

- ✓ All of the Bronze package
- ✓ Logo on trophy
- ✓ 3min welcome talk
- ✓ Brand challenge
- ✓ Seat on judging panel

### Gold

£4000

- ✓ All of the Silver and below packages
- ✓ 5min welcome talk (instead of 3min)
- ✓ Branded mini event
- ✓ Logo on official video
- ✓ Two seats on judging panel

### Platinum

£6000

- ✓ All of the Gold and below packages
- ✓ 7min welcome talk (instead of 5min)
- ✓ Featured as event co-hosts
- ✓ Three seats on judging panel

WANT SOMETHING BESPOKE?

Chat to us 😊

“**[The best part of HTM 5.0 was] learning a lot and getting things wrong, but being able to figure it out for ourselves! It was also amazing to make new friends and it has a strong sense of community!**”



Hacker, 2020

## SPONSORSHIP OPTIONS

# Add Something Extra



### Delight Sponsor £250

Here's de light! 💡 Help us go the extra mile for our attendees, be it surprises, unbounded fun, or warm fuzzy feelings - you got dis 😊



### Pre-Event Mail £500

Hire a flock of our RFC-2549 compliant owls to establish a pre-event connection with our awesome attendees. No, you can't keep the owls 🦉



### Outreach £250

Ever wanted longer arms? Well, that's a shame, because our outreach scheme is about inspiring school children to go into tech. Your contribution will go towards our outreach sessions and equipment 🏠



### Extra Challenge £750

Got problems? Sucks for you 😞 For our attendees, however, that's awesome! Let them feed off of your suffering - maybe they'll even propose some solutions 😊

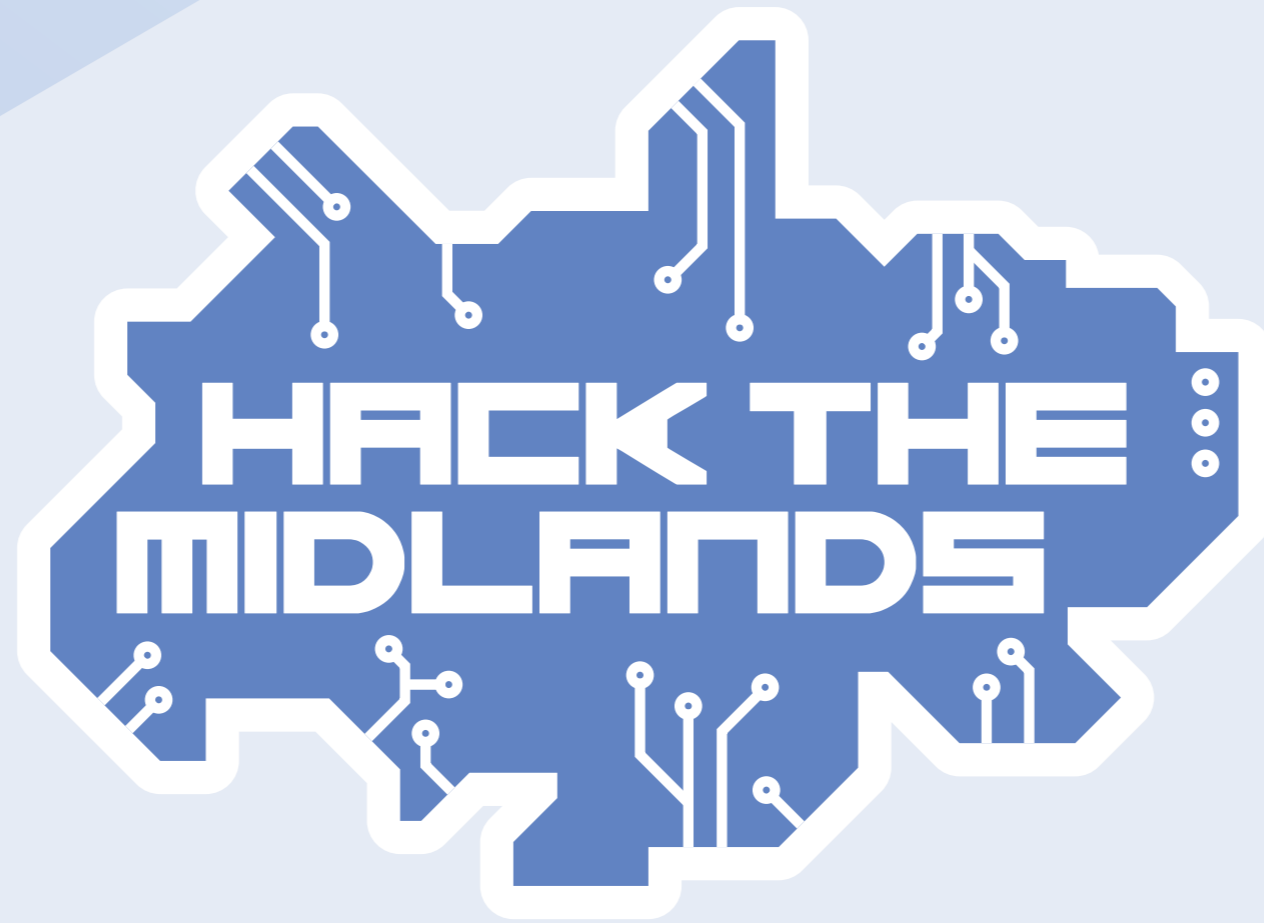
## Build Your Own

We want you to have an awesome time at HackTheMidlands. If you think of any bespoke needs or requirements that you'd like, we're super happy to work with you to accommodate them. Just drop us a line at [sponsorship@hackthemidlands.com](mailto:sponsorship@hackthemidlands.com), and we'll get back to you asap.

## WANT SOMETHING BESPOKE?

Chat to us 😊





## **We can't wait to roll out the welcome mat for you**

We really hope you can become part of the HackTheMidlands family and join us in putting on an awesome event this year! None of this event would be possible without your help, and we look forward to working with you soon.

We go above and beyond to make HackTheMidlands delightful for our attendees and sponsors - and you're no exception! 🤖

We can't wait to see you at HackTheMidlands 8.0

HTM Team ❤️