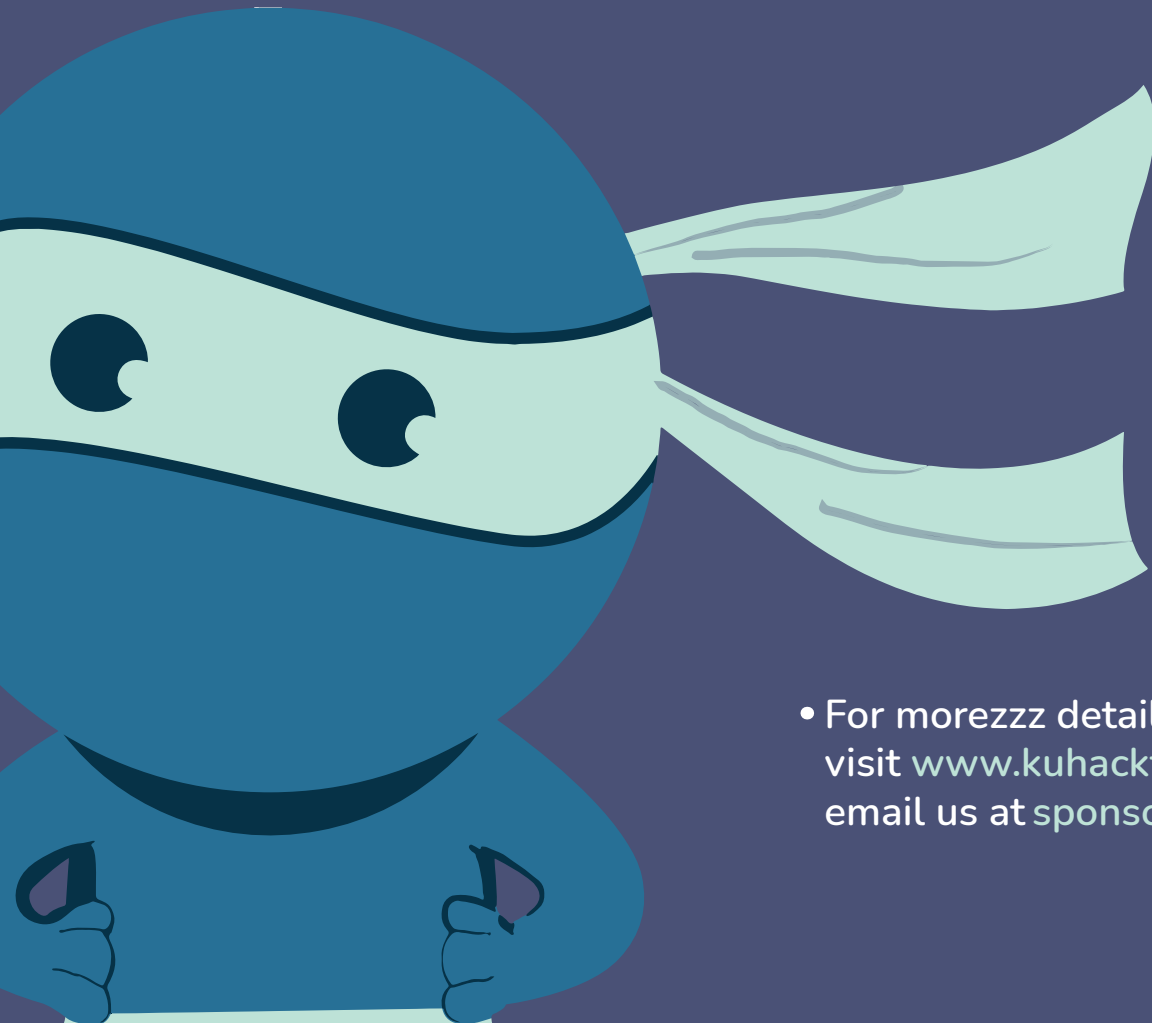


5th - 7st August 2022



KU HackFest 2022

Sponsorship Packet



- For morezzz details, visit www.kuhackfest.com or email us at sponsors@kuhackfest.com

Dear Potential Sponsor,

What is KU HackFest 2022?

KU HackFest 2022 is a 36-hour long international digital-first hybrid hackathon being organized by Kathmandu University Computer Club on 5th - 6th August 2022, where more than 300 students will be participating through physical and virtual meetups.

This is the second iteration of the event. The previous iteration, KU HackFest 2021, was Nepal's first digital hackathon and it was completed successfully with 613 participants from 29 different countries worldwide submitting a total of 58 projects.

We had partnered up with MLH as an event partner, with Connect IPS, Leapfrog and Distributed Compute Labs as diamonds tier sponsors, Angelswing and Devfolio as gold tier sponsors, GitHub as silver tier sponsors, Maatic, Portis, Tech Himalaya, tezos and usome as bronze tier sponsors and 17 general tier sponsors.

Our vision is to bring all the tech enthusiasts and creative minds from different areas of the country together, collaborating and competing with each other, to manifest astounding ideas into Minimum Viable Products (MVPs) and business solutions. Upon approval, we will be joined by the Major League Hacking (MLH) team to organize the second official MLH Member Event in Nepal.

KU HackFest is a platform where people will not only compete but enjoy learning together. Participants will gain tremendous skills and experience in new technology, teamwork, and brainstorming solution-oriented innovative concepts. Throughout the event, there will be proficient mentors and trainers to oversee the participants as well as guide them. Along with that, the sponsors can get immense exposure and opportunity to establish a strong market base through active participation in the event.

Why Sponsor Us?

By sponsoring the event, the sponsors can enjoy huge exposure throughout the event. With ample opportunities for nationwide promotions, sponsors can establish a strong market base through active participation in the event. Sponsoring events like this will boost the goodwill of respective companies and organizations along with a wide range of promotions and recognition.

By sponsoring, you will have the following benefits:

- Market your company and brand to all the attendees
- Advertise your company with banners at the event venue.
- Exposure and engagement with potential workforce and connections
- Recruit potential candidate for job and internship
- Showcase your products and services
- Provide mentorship for participants
- Gain access to resumes and portfolios

With your support, we can lead a new movement of technological innovation and provide ourselves and each of our passionate participants with an experience to remember.

Let's collaborate to promote Hackathon culture in Nepal.

Sponsorship Tiers



Bronze
(\$200)



Silver
(\$290)



Gold
(\$360)



Diamond
(\$530)

GENERAL

Ceremony Mentions



Send Mentors



Introduction at Opening Ceremony

2 min

3 min

5 min

Speaker at Closing Ceremony

5 min

8 min

Sponsored Workshop /Mini Event(Max. 30 min)

Up to 1

Up to 2

Sponsor Representative Judge (1)



BRANDING

Logo on Website

Small

Medium

Large

X-Large

Logo on Event Banner and Social Media Posts

Small

Medium

Large

X-Large

Distribute Swags



Promo materials at event venue

Small

Medium

Large

X-Large

KU HackFest 2022
Powered By [Your Company]



RECRUITING

Access to resumes of participants (Opted Only)

Post-Event

Post-Event

Post-Event

Office Hours



Custom Sponsorship:

If you feel as if none of these tiers match your sponsorship vision, please feel free to contact us at sponsors@kuhackfest.com. All sponsorships are negotiable and can be discussed in more detail. We want to work with you to make sure we can provide the best possible experience.



Promotional Strategies

Promotion for KU HackFest 2022 will mainly be done through social media. SMS and phone calls will be made on a timely basis to inform different colleges about the event.

- **Pre-event landing page**

We will create a pre-event page to capture the interest of potential participants.

- **Social medias**

We will be promoting our event on different social media such as Facebook, LinkedIn, Instagram, and Twitter through hashtags, regular updates, memes, etc. We will also be contacting community representatives of various tech communities and partnering with them for mass promotion.

- **Paid promotions**

We will maximize our reach through paid social media campaigns.

- **Email campaigns**

Regular emails to colleges, newsletters, and mass emails will also be sent to reach all the possible participants.

- **Press Release**

Press releases about the event will be done via media partners.

- **Promotional Videos**

Multiple promotional videos about the event and the sponsor introductions will be done throughout the promotion phase.



Contact Us

Lead Organizer:

Aayush Pokharel (+977 9818155899)

Head of Finance and Sponsorships:

Dikshya Poudel (+977 9843334231)

Email :

sponsors@kuhackfest.com

Website:

www.kuhackfest.com

We hope to hear back from you soon and looking forward to working together.

**Thank you for your precious time,
KU HackFest 2022 Team**

