



**{HTR}**

# Hack the Ram 2022

## Sponsorship Packet

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Apr 9<sup>th</sup> 2022

Pine-Richland High School  
hacktheram.com

# // Hack the Ram 2022

## About

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**“Hack the Ram” is a free, 12-hour invention marathon hosted at Pine-Richland High School on Apr 9, 2022.** Participants with any level of programming or hardware experience are invited to work together and create a technology project from scratch. Hack the Ram is open to all 6th to 12th grade students. Our goal this year is to have over 250 participants from all around the Pittsburgh area.

The students of today will create the technology of tomorrow. Our organizing team recognizes the transformational power of STEM and its pursuits. Hack the Ram brings like-minded students together from all over the Pittsburgh area and challenges teams to learn something new. At the end of the day, prizes will be awarded to the best and most creative projects.

**Innovation knows no bounds, nor any age.**

## What is a hackathon?

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**A hackathon is all about creating cool tech with like-minded peers in a collaborative environment.** In the context of our event, “hacking” refers to working with technology in a new and innovative way to solve real-world problems. Participants work in teams of up to four and have around 12 hours of “hacking time” to create a technology project – whether that be a website, app, program, or really anything else they can imagine.

We empower and enable our teams to make amazing projects by providing resources such as hardware components, educational seminars, and experienced code mentors to guide students throughout the event – **all at no cost to the participant.** Students bring their ideas and we do everything we can to make these ideas come to life.

**We want Hack the Ram to be an experience for everyone to remember and we would love for you to be a part of it.**



# // Sponsor Benefits

## Supporting the Community

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Hack the Ram is a Pittsburgh community event, open to any interested middle and high school students. Founded and lead by Pine-Richland students every year, our event is the perfect place to build connections with the next generation of innovators in Pittsburgh. By sponsoring Hack the Ram, you are giving back to the community where your company operates and strengthening your connections with the innovative minds of tomorrow. **Your sponsorship allows us to keep Hack the Ram completely free for all participants, increasing access to STEM education for students from all around the Pittsburgh area.**

## Company Exposure

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We have made different sponsor packages that ensure you will get broad exposure for your company. **Your company logo will be proudly displayed on our t-shirts, marketing materials, website, and in our press releases.** We offer the opportunity for a company representative to give an introduction of your company, present a specific prize related to your company, and even send company representatives to the event who can connect with our participants. We'd also love for our sponsors to distribute swag such as stickers, t-shirts, pamphlets, cards, or other promotional material to our participants.


## Pathways

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**Project pathways allow companies to sponsor a seminar and teach interested participants about a specific problem or API related to technology.** Participants will be encouraged to tie their projects into what they learn and potentially win special awards from the company that created the pathway. We would encourage companies to send a representative to teach the seminar and help judge specific pathway projects.



# // Sponsorship Tiers

	Green	Black	Gold
 Contribution	\$500	\$1000	\$2000
 T-Shirts	Small Logo	Medium Logo	Large Logo
 Event Program	Logo in Event Program	Full Info Page in Event Program	Full Info Page in Event Program
 Email Blast	Company Logo in Monthly Emails	Company Name & Logo	Company Name, Logo, & Brief Statement
 Press Release	Company Name in Press Releases	Company Name, Logo, & Brief Statement	Company Name, Logo, & Brief Statement
 Ceremony	Mention & Logo During Opening Ceremony	Short Presentation During Opening Ceremony	Opportunity to Be Panel Speaker at Event

## Other Options

For all our sponsors, we encourage you to send representatives or judges from your company to the event. If you are unable to attend, we would also be happy to distribute any company swag items (stickers, t-shirts, pens, etc) in the participant welcome bag.

**Our team is very flexible.** All sponsorship tiers are negotiable and we would love to discuss any other sponsorship ideas you might have. Keep in mind that not all contributions need to be monetary. We are also looking for discounts on food and prizes.

Please contact us at [sponsor@hacktheram.com](mailto:sponsor@hacktheram.com) with any sponsorship ideas or questions!

