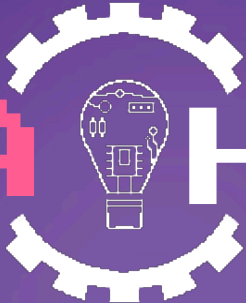


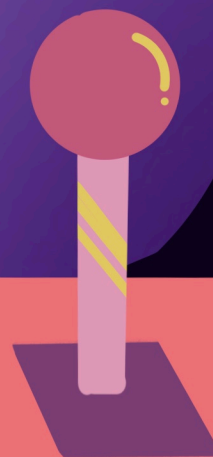
SPONSORSHIP BROCHURE



IDEA HACKS

JANUARY 20-22

2023



ABOUT

Theme: Game Time!

The Institute of Electrical and Electronics Engineers (IEEE) is the primary professional society of the electrical engineering profession. It has more than 330,000 members worldwide; including 52,000 student members. It publishes more than 40 technical journals and sponsors or co-sponsors more than 1,000 scientific conferences and meetings around computer engineering, computer science, and related fields. If you're interested in sponsoring IEEE in general, please contact tkawate999@gmail.com.

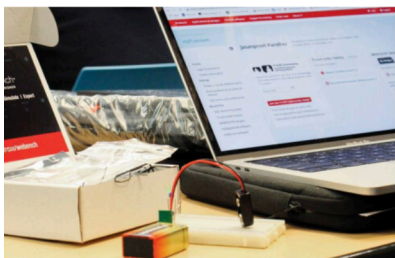
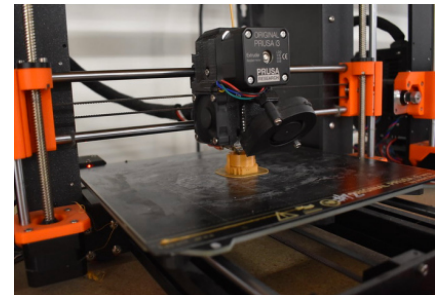
For the ninth time, UCLA IEEE is pleased to present IDEA Hacks, one of the few college hackathons that provide an emphasis in hardware. At IDEA Hacks we provide our hackers with tools, such as 3D printers, soldering stations, and other equipment free of charge. Not only will these hackers code, but they will also create tangible products from scratch over the course of 36 hours.

Mundane tasks are often just...too mundane. And that kills motivation, leading to important tasks being left undone or unfinished. To address this issue, IDEA Hacks 2023 asks hackers to gamify a daily practice, an environmentally-friendly behavior, or any mundane task. Products should encourage healthier habits by making one's routines more engaging and enabling users to compete with themselves or others. The three sub-categories—mental and physical health, sustainable practices, and “just for fun” (a good ole game)—promote the creation of projects that benefit one's well-being, the health of the planet, or one's own enjoyment of life.

SPONSORSHIP BENEFITS

Live Feedback for New Products

Hackathons facilitate real-time user testing of your product on hackers who fit the same demographic as your customers. Their input will provide invaluable data for what potential clients will experience when using your product. We also provide sponsors with options for branded company prizes and stage time at the opening ceremony.



Brand Recognition and Exposure

If you are looking to garner brand recognition or to demonstrate your company's technical side, then look no further. Companies love sponsoring IDEA Hacks because we provide exposure to a relevant audience - future customers and early adopters who will try new products and create with new technologies.

Recruiting

Our hackathon grants access to top technical talent from select universities through our rigorous application process. Not only are these students smart and talented, but their passion and drive motivates them to stay up 36 hours to construct a working product. These are the students that you want on your team.



SPONSORSHIP TIERS

	SILVER	GOLD	PLATINUM	DIAMOND	TITLE †	
	500	1500	2000	3500	5000	
General	Bring Hardware	●	●	●	●	●
	Unlimited Mentors [1]	●	●	●	●	●
	Present Prize				●	●
Recruiting	Recruiting Materials	●	●	●	●	●
	Resumé Book		●	●	●	●
	Send Recruiters			●	●	●
	Post-Hackathon Recruiting Email			●	●	●
	Info Session				●	●
	Interview Room * [2]					●
Branding	Kickoff and Awards					
	Appreciation	●	●	●	●	●
	Logo on Website	●	●	●	●	●
	Distribute Swag	●	●	●	●	●
	Logo on T-Shirt		●	●	●	●
	Pre-Hackathon Social			●	●	●
	Media Inclusion [3]					
	Host a Workshop				●	●

† The minimum bid is \$8000; whoever is outbid will automatically be made Diamond Tier

[1] Mentors from your company will be able to help hackers by giving advice or tips on their projects

[2] We allocate space for you to interview our hackers

[3] Your company goes on our promotion video

Contact

If you have any questions, send us an email at jason.song380@gmail.com or bschulz267@g.ucla.edu. We have special options for VCs, incubators, API companies and food vendors. Please reach out for more details.