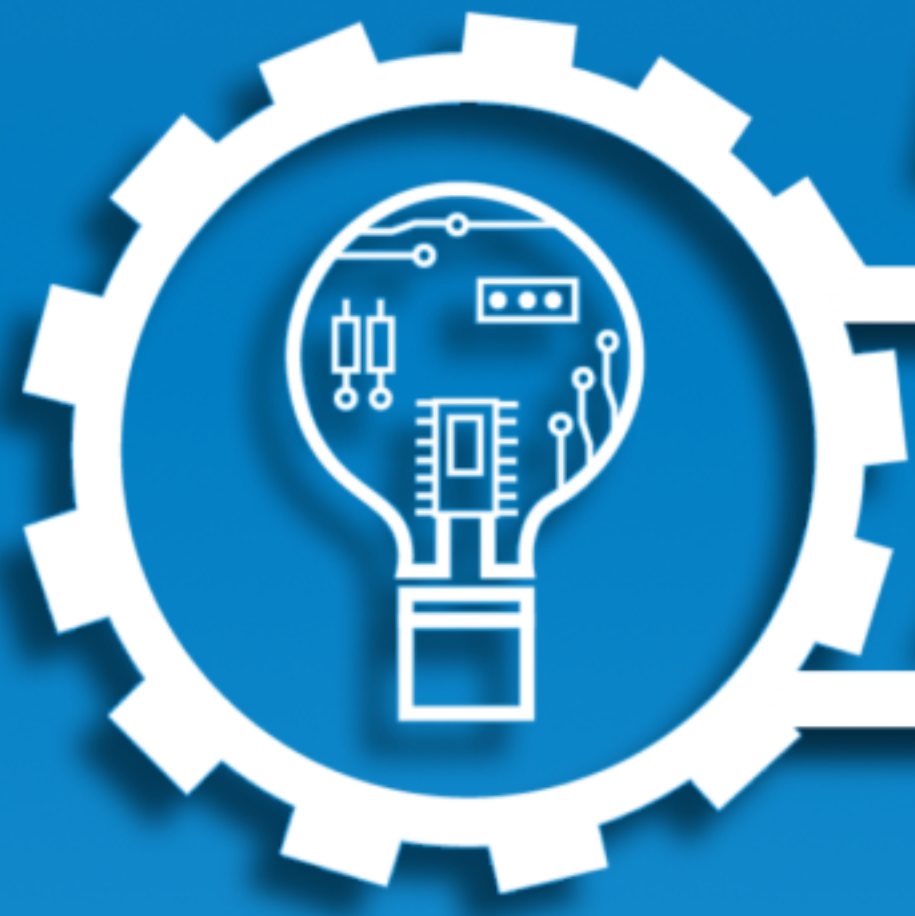


| | 11TH ANNUAL | |

IDEA HACKS



SPONSORSHIP BROCHURE

| | **JANUARY 2025** | |

 **IEEE AT UCLA**

CONTACT US: evp@ieeebruins.com

ABOUT

IEEE at UCLA is a branch of The Institute of Electrical and Electronics Engineers (IEEE) that aims to engage students through technical and professional involvement that reaches beyond the scope of their traditional coursework. We teach 5 year-long technical projects, actively engage in community and academic outreach, host an extensive workshop series, mentor and fund individual student projects, among many more social opportunities! If you are interested in sponsoring IEEE at UCLA in general, please contact corporate@ieeebruins.com.

For the eleventh time, IEEE at UCLA is pleased to present IDEA Hacks, the largest hardware hackathon on the West Coast! We provide all our hackers with all the hardware, tools, and equipment that they need, including 3D printers and soldering stations, free of charge. Our hundreds of hackers will not only code, but create tangible products from scratch over the course of 36 hours.

Theme: **SUPERCHARGE**

Welcome to **Supercharge!** This year, we're bringing an electrifying mix of innovation and energy to our hackathon. Within our main theme, we have three tracks: Super Human: Become Your Best Self, Super Nostalgic: Become Your Old Self, and Super (in)Sane: Become Your True Self. Participants will choose one of these tracks to design unique solutions that enhance general well-being, revive timeless classics, or create something truly out-of-the-box. IDEA Hacks provides a platform for passionate individuals to showcase their skills and creativity, fostering collaboration and opening endless avenues of learning in a short space of time.

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

★ Title goes to the highest bidder with a minimum bid of \$5000. Runner ups are automatically made platinum tier.

⚡ Extra Benefits: 1. Title company presents the grand prize.
2. Premiere Branding includes largest central logo on shirt, website, and more.
3. Speaker at the kickoff and awards ceremony.

	Title ★ 5000+	Platinum 3500	Gold 2500	Silver 1500
General	Bring Hardware	★	☐	☐
	Unlimited Mentors *	★	☐	☐
	Present Prize	⚡		
Recruiting	Recruiting Materials	★	☐	☐
	Resumé Book	★	☐	☐
	Send Recruiters	★	☐	☐
	Post-Hack Recruiting Email	★	☐	
	Info Session	★	☐	
	Interview Room **	★		
Branding	Kickoff and Awards	⚡	☐	☐
	Appreciation	⚡	☐	☐
	Logo on Website	⚡	☐	☐
	Logo on T-Shirt	⚡	☐	☐
	Distribute Swag	⚡	☐	☐
	Social Media Inclusion ***	★	☐	
	Host a Workshop	★		

* Mentors from your company will be able to help hackers by giving advice or tips on their projects.

** We allocated space for you to interview our hackers.

*** Your company goes on our promotion video.

CONTACT ☁

If you have any questions, send us an email at evp@ieeebruins.com. We have special options for VCs, incubators, API companies, and food vendors. Please reach out for more details.