



pearlhacks 2020

University of North Carolina at Chapel Hill
02.21-02.23

Welcome!

300

Hackers

30+

Sponsors

50+

Mentors

20+

Prizes

50+

Demos

Launched in 2015, Pearl Hacks distinguishes itself as one of the first **female and non-binary hackathons**. We are a **beginner-friendly** spring event hosted at The University of North Carolina at Chapel Hill. As a student led organization, we work to empower the community of women and gender minorities in STEM by carving out a welcoming space for aspiring technologists to build awesome stuff.

So why us?

recruit.

Meet the top tech talent from colleges on the East Coast!

Our sponsor fair is a rare recruiting opportunity with 100% women and gender minorities in attendance.

promote.

Show that your company supports diversity in the tech sphere!

We provide a platform to promote your company's brand. Our outreach drastically increases sponsor visibility.

engage.

Our sponsors look to build long-term and meaningful bonds with the community.

We offer sponsored prizes and workshops to help you further communicate your company's vision.

Past Sponsors



Past Participants

83 Schools	UNC Chapel Hill UNC Charlotte Georgia Tech Duke U. U. of Florida	North Carolina State U. U. of Virginia Appalachian State U. Virginia Tech U. of Maryland
28 States		

23.5%
First-Years

26.2%
Sophomores

29.1%
Juniors

21.2%
Seniors

Benefits

Silver

\$2500

Gold

\$5000

Pearl

\$8500

Recruit

sponsor fair booth
resume database
interview booth

1/2 table
after

1 table
1/2 wk before

1 table
1 wk before



Promote

hyperlinked logo on website
white logo on T-shirt
logo on ceremony slides
opening ceremony keynote
welcome packet hand-outs



Engage

mentors
sponsored prize
runner-up prize
1 hr workshop
pre-event newsletter feature
alternate branding event
social media shout-outs

2+

3+

5+



*If none of these tiers fit your company's needs, please let us know. We are happy to discuss custom packages.

Examples

Workshops

intro to mobile apps
intro to back/frontend
intro to gamedev
intro to hardware
intro to cloud
intro to APIs

Prizes

best use of <sponsor> API
best women empowerment
best beginner hack
best use of AI / ML
best financial hack
most innovative hack

*premium swag, gift cards, head-phones, smart speakers etc.

Your Next Steps



Sep - Oct

begin email correspondence
establish point(s) of contact



Nov

choose tier or design custom tier
forward company logo for marketing



Dec

finalize swag orders
recruit mentors and workshop hosts
brainstorm potential prizes



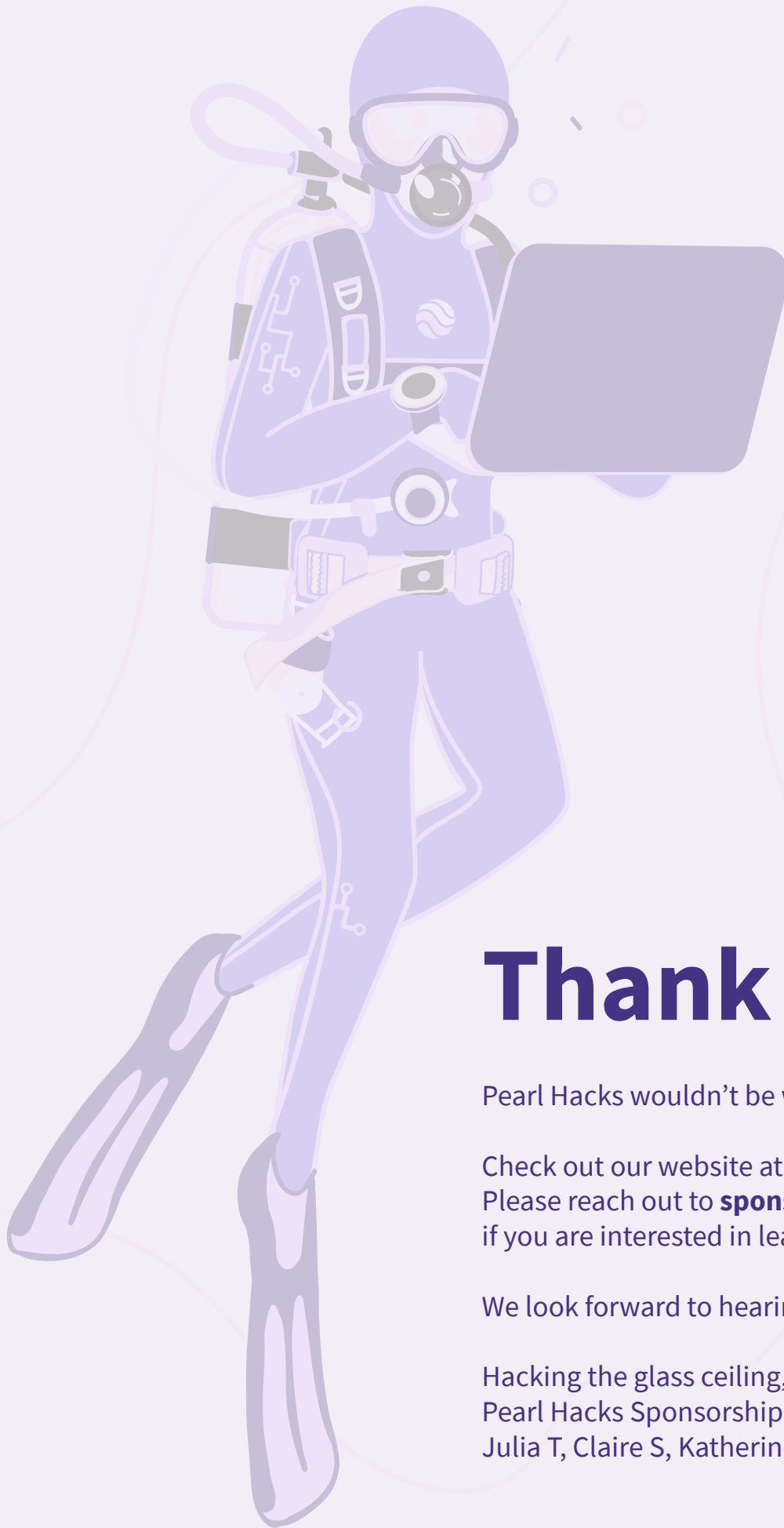
Jan

arrange round trip transportation
confirm sponsored prizes & workshop
email opening ceremony slides



Feb

confirm recruiters, mentors & judges
ship swag, prizes & printouts
receive final event details
come meet our participants!



Thank you.

Pearl Hacks wouldn't be what it is without you.

Check out our website at pearlhacks.com!
Please reach out to **sponsor@pearlhacks.com**
if you are interested in learning more.

We look forward to hearing from you.

Hacking the glass ceiling,
Pearl Hacks Sponsorship Team
Julia T, Claire S, Katherine M & Yongjia L