

fishackathon ><>

2018 Vancouver City Sponsorship Information



An epic 65+ city hackathon to help make our waters and fisheries more sustainable and equitable.

February 10-11, 2018



An initiative sponsored by the U.S. Department of State and produced by HackerNest.



HackerNest. A global nonprofit that gets more people into tech so they can afford to be healthier & happier. Their specialty is in the production of blockbuster, socially beneficial hackathons. To date, HackerNest has run 600+ tech & innovation events in 34 cities & 14 countries for 65,000+ members.



U.S. Department of State.

Launched in 2008, the Secretary's Office of Global Partnerships strengthens and deepens U.S. diplomacy and development around the world through partnerships that leverage the creativity, innovation, and core business resources of partners for greater impact.

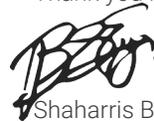
BACKGROUND & OVERVIEW

In line with **United Nations Sustainable Development Goals**, Fishackathon is a 65+ city initiative to help make our waters, fisheries, and economies more sustainable and equitable. Launched by the **U.S. Department of State (S/GP)** in 2014, the first **wave** saw hundreds of technologists, students, and industry professionals gather to build solutions to address worldwide overfishing and other ills harming global fishers.

The S/GP has partnered with **HackerNest** to produce the series from 2018 onwards. Our mission, global reach, and deep hackathon expertise make us a natural fit to lead this important initiative – but we need your help.

Fishackathon needs significant funding to achieve the success it deserves. Please consider financially supporting the event. As one of the world’s foremost environment hackathons, it presents a rare, meaningful, and far-reaching sponsorship opportunity. It’s not every day that you get to support a **fintastic** cause in 65+ cities! **Join us** to help protect earth’s creatures, resources, and economies.

Thank you in advance for your consideration,



Shaharris Beh
CEO, HackerNest



85% of fisheries are fully exploited, overexploited, depleted, or recovering from depletion.

FAO. 2016. The State of World Fisheries and Aquaculture 2010.

CHALLENGE SETS

Fishackathon will run for 28 hours in 65+ cities. Developers, designers, scientists, and other interested parties will build prototypes to address real-world challenges sourced from industry and government. Partner and sponsor mentors will support teams and pick winners who will compete regionally and globally for significant cash and non-cash prizes that help push their products to market.



Sustainability

Overfishing, pollution, and other hazards threaten the extinction of marine species and throw off our ecological balance.



Enforcement

Agencies often lack resources to effectively enforce regulations. This results in environmental damage and significant inequity.



Marketplace

Poor data access puts small players at a disadvantage and hinders firms from making smart, socially responsible decisions.

Please email sponsor@hackernest.com for inquiries and to reserve your sponsorship.

2018 EVENT MAGNITUDE



300K+

audience reach

4K+

global participants

65+

cities

30+

countries

Asia / Pacific

- Auckland, New Zealand
- Bali, Indonesia
- Colombo, Sri Lanka
- Delhi, India
- Hong Kong, China
- Islamabad, Pakistan
- Jakarta, Indonesia
- Kalmunai, Sri Lanka
- Kaohsiung, Taiwan
- Karachi, Pakistan
- Kolkata, India
- Kuala Lumpur, Malaysia
- Malacca, Malaysia

- Manila, Philippines
- Melbourne, Australia
- Perth, Australia
- Singapore City, Singapore
- Taipei, Taiwan

Europe

- Budapest, Hungary
- Dublin, Ireland
- Helsinki, Finland
- Istanbul, Turkey
- London, UK
- Manchester, UK
- Paris, France

- Tbilisi, Georgia

Latin America / Caribbean

- Bogotá, Colombia
- Caracas, Venezuela
- Santiago, Chile
- São Paulo, Brazil

Middle East / Africa

- Abuja, Nigeria
- Banjul, Gambia
- Benin City, Nigeria
- Cairo, Egypt
- Cape Town, South Africa

- Ibadan, Nigeria
- Johannesburg, South Africa
- Kisumu, Kenya
- Kuwait City, Kuwait
- Lagos, Nigeria
- Nairobi, Kenya
- Pretoria, South Africa

United States / Canada

- Dallas, TX
- Denver, CO
- Detroit, MI
- Edmonton, AB
- Kitchener / Waterloo, ON

- Los Angeles, CA
- Montréal, QC
- New York City, NY
- Orlando, FL
- Ottawa, ON
- Phoenix, AZ
- Portland, OR
- Salt Lake City, UT
- San Francisco, CA
- Seattle, WA
- Toronto, ON
- Vancouver, BC
- Washington, DC

PARTICIPANT DEMOGRAPHICS

150+ companies



- Accenture
- Amazon
- Bloomberg
- Citigroup
- Deloitte
- Google
- IBM
- Intel
- JP Morgan
- Microsoft

60+ top schools



- Brown
- Cornell
- Harvard
- ICL
- McGill
- Michigan
- Stanford
- Tufts
- UofT
- Waterloo

10+ industries



- Automotive
- Consulting
- Ecommerce
- Financial
- Government
- High Tech
- Internet
- NGO
- Startup
- Travel

key influencers



- 28% IT / IT Mgmt / Prof.
- 23% Engineer / Developer
- 10% Analyst / Consultant
- 8% IT Executive
- 6% CEO / Founder

Fishackathon attracts influential staff and students from top global institutions.

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CITY SPONSORSHIP TIERS

City brand and marketing benefits	Silver \$2000	Gold \$5000	Platinum \$10000
Logo on event listings	standard	premium	prominent
Logo on event board and banner			
Logo on event tickets required for registration			
Logo on event emails			
Dedicated sponsor city email	-	1	2
Inclusion in winner announcement *	-	local	local
Mention in city media interviews *	-	-	✓
Add sponsor name to a city event *	-	-	please contact

City event engagement features	Silver \$2000	Gold \$5000	Platinum \$10000
Provide local mentors	✓	✓	✓
Exclusive sponsor and partner networking	✓	✓	✓
Thanked in welcome and closing note	✓	✓	✓
Designate a local judge	✓	✓	✓
Provide SWAG	✓	✓	✓
Named sponsor meal *	-	✓	✓
Bring marketing materials and banners	-	✓	✓
VIP area for viewing demos	-	✓	✓
Sponsor marketing table *	-	✓	✓
Resumes *	-	✓	✓
Address in welcome and closing notes	-	2 mins	4 mins
Standalone city sponsor prize *	-	-	✓
Direct, at-event call to action *	-	-	✓
Product, service, or brand survey *	-	-	✓

* Note: These require discussion as they may be subject to venue requirements, approvals, and/or be based on availability and timing.

I and the team of the British Consulate-General in Toronto have collaborated on a number of high-impact, tech-based events and campaigns with HackerNest. Their tech, social science, and community savvy, coupled with their global platform, enabled the British Government to deliver innovative outcomes in dementia research and co-operation between Toronto, London, and other global cities.



Kevin McGurgan, OBE
British Consul-General Toronto

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PAST PARTNERS & COVERAGE

HackerNest partners



HackerNest press coverage



Fishackathon partners



TRACK RECORD OF SUCCESS

“Facebook is proud to have been the presenting sponsor of DementiaHack. It was an honor and a privilege for me, as Chair, to have helped guide the event towards such a positive outcome. Anyone can run a hack event, but it is an entirely different thing to produce the world’s foremost dementia hackathon, which is why we chose to partner with HackerNest. Their experience, dedication, and enthusiasm helped ensure DementiaHack ran smoothly and it was a pleasure working with their team.”

 Jordan Banks
Managing Director, Facebook & Instagram

“I worked with HackerNest on two hackathons. Both of these were unorthodox projects testing new ideas, and in both cases the HackerNest team proved to be highly capable, agile, and professional. In my judgment, we would not have been able to deliver either project without HackerNest, and they made both events far more successful than we had hoped. They would be my first choice of partner for any technology-related project. When I contract services or work with a project partner, I need to be able to trust that my partners will do what they say they’re going to do, when they say they’re going to do it, and raise any issues immediately. This, in my experience, is HackerNest’s strongest asset – they deliver, no matter what.”

 John Preece, Ph.D.
Sector Development Officer, City of Toronto

“CourtHack was amazing. I loved the creativity that each team brought to the challenge sets. We, as court leaders, often fall into the trap of conceptualizing problems the same way. These hackers brought different perspectives to the issues and solved problems in ways that we typically don’t think of or prioritize. In so doing, they opened our eyes to new possibilities. As a mentor, it was especially rewarding to watch their ideas evolve. I was impressed with their intellectual curiosity and their ability to rapidly adjust their designs to accommodate legal and operational realities that the mentors helped them see. Had this hackathon been in California, I would have instantly offered paid internships to half a dozen impressive young coders.”

 Snorri Ogata
CIO, Superior Court of California

“Working with HackerNest has been a great experience for OVH. We decided to sponsor them to help us gain local visibility in an emerging IT market where we were unknown. That’s not the case any more ... [because they have] helped OVH gain quick visibility in a competitive market. We will continue to be a part of HackerNest as it has helped us to generate new business and investment. Thank you HackerNest, we’re happy to be a part of your team!”

 Garvey Kowlessar
Sales Manager, OVH

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SPONSOR BENEFITS

Promote your brand

Massive reach

300K+ social / partner audience
4K+ participants

Recruit top talent

Influential leaders

150+ companies
60+ top schools

Feature products / services

Generate leads

25% senior leaders
14% executives / CEOs

Across platforms

website • email • social • event

Diverse backgrounds

various roles from **10+** industries

Promote product

promote across platforms **globally**

Global PR

global news **coverage**; influential partners

Powerful engagement

1,820+ hours of event time

Get feedback

test products / services with **tech experts**



STEPS TO SPONSOR

Thank you for considering supporting Fishackathon! Sponsorship contributions directly impact our ability to produce these events, the quality of what we are able to provide participants, and the prizing we can put forward to enable their success. The process to become a Fishackathon sponsor is simple and easy.

Steps:

1. Email sponsor@hackernest.com to set up a call to discuss your needs
2. Confirm preferences such as city (or cities!) and desired engagement
3. Agree to mutually beneficial terms
4. Receive an invoice to be paid on receipt
5. Work with our team to prepare for sponsorship success!

HackerNest
5799 Yonge Street, Suite 500
Toronto, ON M2M 3V3
Canada

sponsor@hackernest.com

HackerNest is a Canadian Federal
Not-For-Profit Corporation
#8366721

Please email sponsor@hackernest.com for inquiries and to reserve your sponsorship.