HACK(H)ER 413

Join us today to be a sponsor of the first all-women (cis and trans) and non-binary student empowering hackathon in Western Massachusetts!

University of Massachusetts, Amherst	24 Hours February 8th to 9th, 2020	All-Women (Cis & Trans) and Non-Binary Students
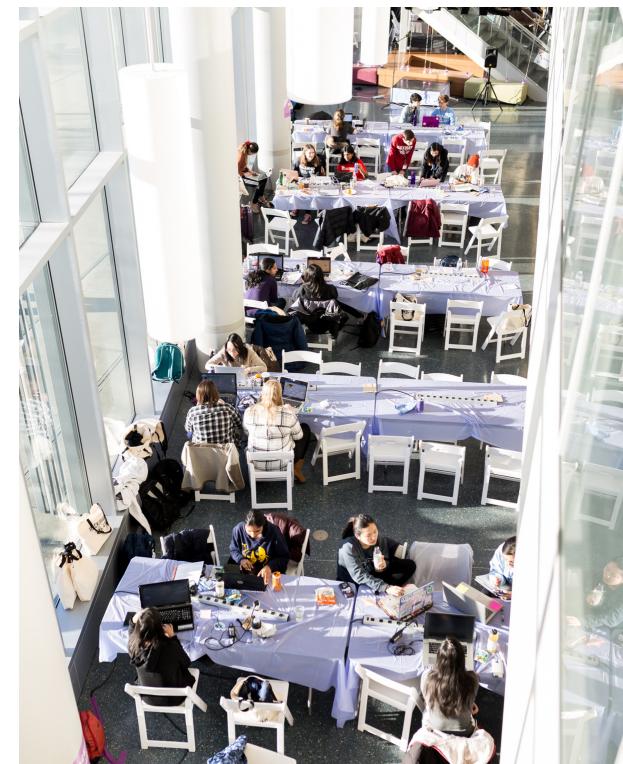
ALL ABOUT HACKHER413
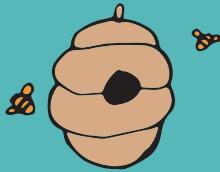
Encourage Inclusivity
Celebrate Beginner Hackers
Empower All Women

The first all-women (cis and trans) and non-binary student hackathon in Western Massachusetts. .

Our mission is to encourage women in the UMass Amherst and Five College community (and beyond) to get involved in tech-related fields and explore a new spark of interest in innovation regardless of their major or different backgrounds. At UMass Amherst, we champion ourselves in our strive for diversity, a unique characteristic brought to HackHer413 as we are a safe atmosphere for women of all gender, ethnic, or socioeconomic backgrounds to innovate and have fun.

BACK-END DEVELOPMENT

COLLEGE OF INFORMATION AND COMPUTER SCIENCES

HackHer413 is closely supported by UMass Amherst's College of Information and Computer Sciences. The hackathon works closely with the Diversity and Inclusion Office as well as CICS Careers.

SPONSOR & PARTNER COMPANIES

Our sponsor and partner companies fuel the innovation and community at our event. Sponsorships and non-monetary donations help us increase the quality of the event in terms of food, prizes, swag, and hardware.

ENTIRELY STUDENT RUN ORGANIZATION AND EVENT

HackHer413 was founded by graduate computer science students Katie House and Shreya Sharma . The event is completely organized and run by students in all aspects such as financials, logistics, marketing and more!

2019 Attendee Project Highlights

There were 43 project submissions overall with a chance to win 18 different award categories.

iSPY Bacilli

iSPY Bacilli is a bacteria identifier which uses the AutoML Vision API on the Google Cloud Platform. The team was able to train a machine learning model to classify images of bacteria by their morphology. The project itself predicts the morphology of bacteria based off of submitted digital images. This is done using a custom visual model. This project won Best Beginner Hack and Best Hack Outside the Box.

SunDial

SunDial is a Fitbit Ionic app that smartly tracks when to apply sunscreen. The app takes into account biometric data from the device as well as location and time to determine the amount of physical activity and incident UV rays. It then calculates the optimal time interval between sunscreen reapplications. This project won Best Healthcare Hack.

StayWoke

StayWoke implements a computer vision based algorithm to detect the eyes of the driver and alert the driver when she/he dozes off using the Bose SoundLink API. We detect both eyes of the driver using facial landmark points in real-time. The algorithm then checks 20 consecutive frames and calculates the Eye Aspect Ratio. If it is less than 0.25, we use Bose SoundTouch API to play loud music on Bose speakers to alert the driver. This project won Best Use of Bose SoundTouch API.

Why Sponsor HackHer413 2020?

HackHer413 2019 had **650 applications** from women and non-binary students from across the globe. We spent the weekend with **300 hackathon attendees**, with a balance between beginner, intermediate, and advance programmers. Students came from varying educational fields including (not limited to): computer science, mathematics, biological sciences, business, economics, engineering, and humanities & fine arts.

In our inaugural year, we achieved our goal of creating a diverse and inclusive environment to pursue innovation. In our attendee pool we had students that identified with different sexualities, ethnicities, and educational backgrounds. It was amazing to see everyone come together during the panels and discussions to celebrate our differences and work towards a new generation of tech. This year, we are reaffirming our goal to work towards a more diverse and inclusive environment for our hackers.

In the 2019 Post Hackathon Survey, 95.91% of participants indicated that they would return to HackHer413 in 2020.

As a sponsor of HackHer413, your company has the unique opportunity to interact with some of the brightest innovators of tomorrow. Attendees come from different backgrounds and experiences, which create a diverse pool of thought and innovation. As a sponsor, you have the opportunity to connect with attendees, some of whom have had little industry exposure and are eager to learn from you. Your API/Product Demos, workshops, or your conversations during the Career Fair could be an inspiration to students wanting to create the next level of technology for the future. Your support has a direct impact on the attendees, such as creating a welcoming venue, providing comfort food during the long hours of hacking, presenting prizes, and providing a holistic hackathon experience.

INTERACT DIRECTLY WITH ATTENDEES IN *COFFEE WITH MENTORS*

We are excited to provide an opportunity for sponsors to connect directly with students! Company representatives can participate in **"Coffee with Mentors" event discussing career advice, industry experiences, and more! Attendees and mentors get precious one-on-one time in a speed dating style. T**his was an attendee favorite event at HackHer413 2019 as many participants reported getting valuable advice from their amazing mentors!

NETWORKING OPPORTUNITIES & CELEBRATIONS WITH COMPANY REPS

As a thank you to and celebration of our amazing sponsors and sponsor representatives, we host a sponsorship mixer at the Homestead House (the oldest house in Amherst). **This sponsor-only event is the perfect opportunity to network with other sponsor representatives and take a break from the busy hackathon schedule.** At HackHer413 2019 we enjoyed a night of fine finger foods, UMass Amherst trivia & giveaways, and created wonderful memories.

| SPONSORSHIP TIERS	Bronze $2,000	Silver $3,000	Gold $4,000	Queen Bee $5,000
General				👑
Number of Mentors	3	4	5	6
Donate Prize for Existing Category		●●●●		
Create Your Own Prize & Category			●●●●	●●●●
Host a Workshop or Tech Talk		●●●●	●●●●	●●●●
Speak at Opening Ceremony				●●●●
Speak at Closing Ceremony			●●●●	●●●●
API/Product Demo			●●●●	●●●●
Recruitment				👑
Job Posting in Newsletter		●●●●	●●●●	●●●●
Table in Career Fair	●●●●	●●●●	●●●●	●●●●
On-Site Interview Booth				●●●●
Access to Participant Resumes	Post-Event	Post-Event	Pre-Event	Pre-Event
Marketing				👑
Logo on Website	●●●●	●●●●	●●●●	●●●●
Distribute Swag	●●●●	●●●●	●●●●	●●●●
Logo on Official Shirt				●●●●

SEND MENTORS

employees (engineers and anyone excited about tech) may volunteer to serve as mentors at the hackathon to help participants with creating and presenting their projects

PRIZES & CATEGORIES

Donate Prizes: Your company will donate prizes for a specific pre-existing category. Create Your Own Prize Category: You can create your own category specific to your company & sponsor the prize.

WORKSHOPS

A company representative can host a workshop on any tech topic; great way to introduce participants to technology that relates to what your company works with.

CEREMONIES

During this precious time, a company representative can speak regarding the company's commitment to diversity, upcoming technologies, and more.

API/PRODUCT DEMO

Your company can host a private one hour API or Product demo session to introduce the technology to attendees and encourage them to use your tool when hacking.

JOB POSTING IN NEWSLETTER

Your company can feature new job and internship postings and technology updates in our weekly newsletter sent to over 300 students across the world.

CAREER FAIR TABLE

Your recruiters will have a table in our career fair to distribute swag, recruiting materials, and present your company to individuals looking to become a part of your mission.

ON-SITE INTERVIEW BOOTH

After early access to participant resumes, your company can conduct in-person interviews on site during the hackathon in a private, professional interview room.

CONTACT US

SPONSOR HACKHER413 AND SUPPORT THE BEEHIVE

We would love to discuss any questions or queries you may have. Please reach out to us as soon as possible!

Our sponsorship team will work closely with you to create a unique package curated to your company and company needs. We look forward to working with you to break barriers and bring computer science education to women and non-binary minorities!

Follow us on social media anywhere @hackher413   hackher413@gmail.com