ATHENA{techne} HACKATHON

Sponsorship Information Packet

FedEx INSTITUTE OF TECHNOLOGY
THE UNIVERSITY OF MEMPHIS

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Memphis' All-Women Hackathon is a Celebration of Ingenuity, Innovation, and Diversity in Technology

WHEN

The FedEx Institute of Technology is bringing the second annual all-women hackathon to Memphis. ATHENA{techne} is a two-day event that will be hosted at the Institute on **Friday & Saturday, April 17-18, 2020.**

WHAT

ATHENA{techne} will be hosted at the University of Memphis in Memphis, Tennessee. Over the course of two days, women are immersed in tech culture and encouraged to exercise their imagination to create interesting and innovative hacks. Our mission is to empower diversity in technology and build a community that people feel safe in. The event encourages women interested in the possibility of technology to come together, collaborate on projects, and compound the opportunities for women in technology. The event is open to anyone who identifies as a woman and is over the age of 13.

WHERE

Located on the University of Memphis main campus, the FedEx Institute of Technology is an advanced technology and research organization that serves as the front door to the research infrastructure and innovation capabilities of the University of Memphis. It functions as a catalyst for interdisciplinary research and innovation in emerging technologies by supporting cross-campus research innovation clusters. The Institute is also home to the University's intellectual property and patent repository which is the focal point of technology transfer and licensing operations. The Institute enjoys a unique innovation partnership with FedEx, which sponsors the Institute for advanced research purposes. The Institute is the central hub for efforts to maintain a cutting-edge innovative environment in the Mid-South region.

HACKATHON FAQ

Below are some frequently asked questions and answers to get you started.

What is a hackathon?
A hackathon is best described as an "invention marathon". Anyone who has an interest in technology attends a hackathon to learn, build & share their creations over the course of a weekend in a relaxed and welcoming atmosphere. You don't have to be a programmer and you certainly don't have to be majoring in Computer Science.

What if I don't know how to code?
Not a problem! The entire ATHENA{techne} team knew very little when they each attended their very first hackathon. It's entirely irrelevant what your experience is going into a hackathon, it's more about your interest in technology. Every ATHENA{techne} member is passionate about making the hackathon very welcoming and beginner-friendly.

Will I annoy people if I ask them questions?
Not at all! This is a common misconception about hackathons and in actual fact, it's the complete opposite. The environment at these events are designed specifically to encourage everyone to have fun and help each other. If you're ever stuck on anything, go find a volunteer who might able to help and if not, they will almost certainly know who can.

What if I don't know anybody there?
Not to worry! You'll meet people when you get there. Everybody's very friendly. A lot of people go to hackathons without teams. So it's perfectly normal to go around to people, tell them you're looking for a team, and ask if you can help out. ATHENA{techne} will run a team-matching session at the start to help you meet people. *Protip: Invite your friends to come to the hackathon too! That way you're guaranteed to have at least one familiar face.*

What if I don't have an idea?
That's normal. Most people don't have an idea before they get to the event. But once you start talking to other people, you might come up with something. You can also work with somebody else on their idea if you like it. And there will be prizes at the event which might help give you some ideas. Don't worry about it, you'll find something to work on.

Will there be food?
Absolutely! Your meals for the weekend will be provided at no additional charge and there'll be plenty of snacks and drinks to keep you energized. If you've got specific dietary requirements, you should let the event organizers know and they'll be more than happy to make arrangements.

ATHENA{techne}
HACKATHON

Sponsorship	Community $100	Bronze $500	Silver $1,000	Gold $2,500	Platinum $5,000
Social Media Shout Out	X	X	X	X	X
Send Mentors		X	X	X	X
Company Table		X	X	X	X
Give Away A Prize			X	X	X
Area Named After Company				X	X
Co-host					X
Lounge Area for Your Company					X

Recruiting	$100	$500	$1,000	$2,500	$5,000
Distribute Recruiting Materials		X	X	X	X
Send Recruiters				X	X

Branding	$100	$500	$1,000	$2,500	$5,000
Logo/Name on Website	X	X	X	X	X
Recognition at Opening/Closing				X	X
Distribute Swag		X	X	X	X
Company Logo on ATHENA{techne} Shirt			X	X	X