Citrus Hack

Organizers of Citrus Hack & Cutie Hack

SoCal's Premier Hackathon

April 9 – April 10

citrushack.com

Sponsorship Packet 2021 – 2022

Table of Contents

What is Citrus Hack?

ABOUT US

Citrus Hack is a yearly hackathon co-hosted by the Association for Computer Machinery (ACM) and the Institute of Electrical and Electronics Engineers (IEEE) at the University of California, Riverside.

We host 500+ students from across Southern California who come together in teams to devise and develop a project of their own in 24 hours, completely from scratch.

WHY US?

Our mission is to create a space where students can demonstrate innovation and technical skills, through competition.

Citrus Hack aims to shine a spotlight on underrepresented students in tech.

ABOUT UCR

56.6% of undergrads are first-generation students

#1 in social mobility 2020 & 2021 (US News & World Report)

#3 in Hispanic STEM graduates in the nation (National Science Foundation)

acm UCR   IEEE   UC RIVERSIDE

Cutie Hack

Cutie Hack is a beginner-oriented hackathon hosted by the organizers of Citrus Hack.
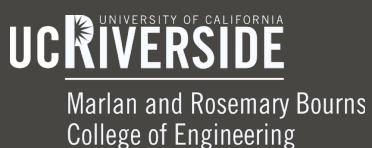
Cutie Hack is a 12-hour hackathon where student-engineers across multiple disciplines meet and collaborate on different types of projects to compete in teams. This event is aimed at anyone new to hackathons and gives students a taste of what our main event, Citrus Hack, will comprise of. Cutie Hack offers a great space to meet future potential hackathon team members, as well as encouraging students to creatively solve issues in their own way.

Cutie Hack will be held Saturday, November 6, 2021. Learn more on cutiehack.io.

Our Reach

UCR

22,600+
On-campus Reach

UCRIVERSIDE
UNIVERSITY OF CALIFORNIA
Marlan and Rosemary Bourns
College of Engineering

3,000+
Students

acm> UCR

300+
Members

IEEE

80+
Members

Social Media Outreach

**1.6k+**

1.2k+

900+

190+

# Demographics

Citrus Hack 2021 Stats

550+
Applicants
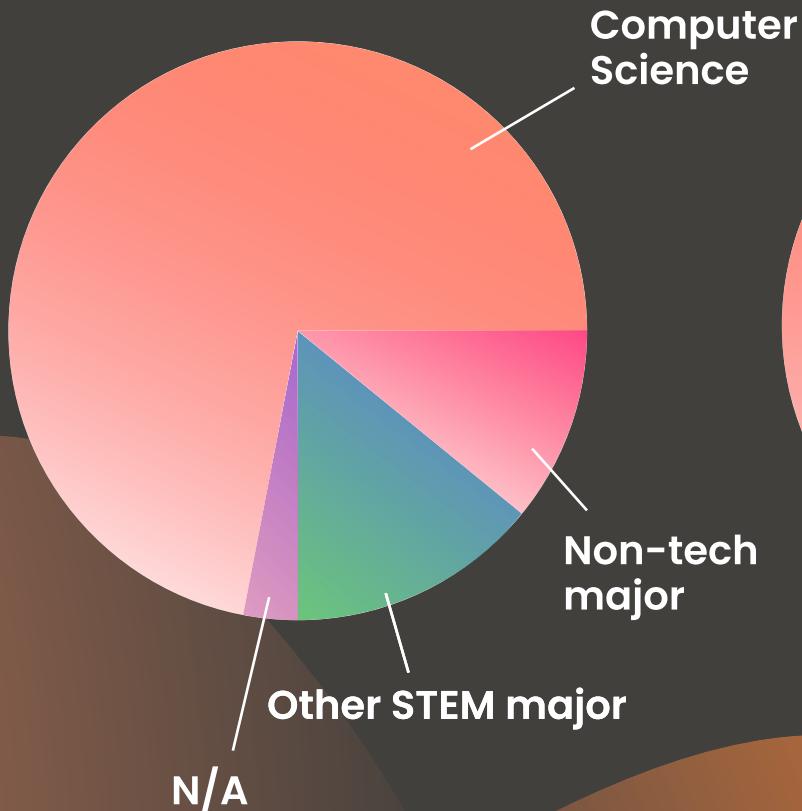
50+
Projects

24
Hours

Majors

Computer Science

Non-tech major

Other STEM major

N/A

Education

UC Riverside

N/A

Other California colleges

UC Irvine
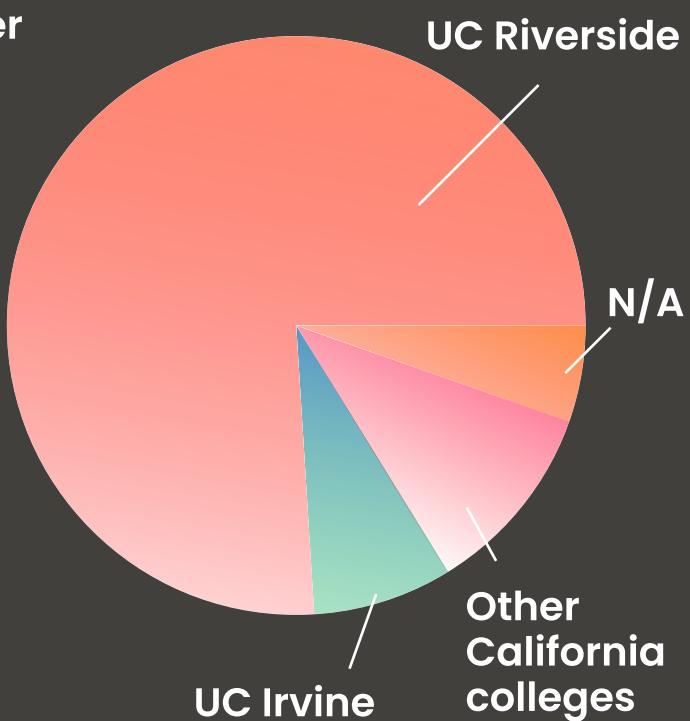
Why Sponsor?

RECRUIT
Hackathon attendees are the up and coming minds of tomorrow. As a sponsor you have the ability to interact with these talented students as they work.

PROMOTE
We aim to provide a variety of promotional opportunities for your brand. This includes speaking in our opening ceremony, distributing swag, social media posts, and more (see page 5). We love our sponsors and we want you to get your message out to our attendees.

TEST RUN
Show off your products to the collegiate developer community! Whether it's a fresh API or flashy hardware, hackers are more than willing to give a product a trial run.

Sponsorship Tiers

	Cutie $1,000	Tangerine $3,000	Orange $5,000	Pomelo $10,000
Opening Ceremony	Thanked	Thanked	Thanked	5 min talk
Closing Ceremony	Thanked	Thanked	Thanked	Thanked
General Prize		✓	✓	✓
Judge			General	General
Virtual Tabling		✓	✓	✓
Sponsored Talk			✓	✓
Sponsored Prize	✓	✓	✓	✓
Sponsored Event				✓
Distribute Swag	✓	✓	✓	✓
Participant Info			Post-event	Post-event
Recruiters			✓	✓
Virtual Interviewers				✓
Website	Standard	Standard	Large	Co-Sponsored
T-Shirt	Standard	Standard	Large	Co-Sponsored
Event Branding	✓	✓	✓	✓
Shoutouts			✓	✓
Branded Space				✓
Resume Bank			✓	✓

Safety

As COVID-19 remains a threat, we will continue to monitor the situation to conduct Citrus Hack as safely as possible. UCR mandates all students to be vaccinated so as of now we aim to host Citrus Hack in person.

All sponsors sending recruiters or members to table, can expect to follow COVID-19 mandatory protocol.
Any representatives feeling uncomfortable with showing up in person, will still be able to interact with hackers and promote their company remotely.

Thank you!

We appreciate your help and look forward to working with you!

Contact us at
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