CMG HACKATHON SPONSORSHIP 2017

The CMG Hackathon will bring together talented performance and capacity professionals, developers, engineers, data scientists, project managers and dev ops technologists to compete over 36 hours to develop creative solutions to tough problems related to focusing on performance.

The Hackathon is designed to spark innovation, attract and education new talent and create new channels for collaboration between performance and capacity professionals.

HACKATHON OVERVIEW

- **What:** First- Ever CMG Hackathon
- **Who:** 100 talented performance and capacity professionals, developers, engineers, data scientists, project managers and dev ops technologists
- **When:** Pre-Conference 2-Day Overnight Event
- **Where:** Loews New Orleans Hotel
- **Why:** Innovation, Collaboration, Recruiting, Growth

ABOUT ANGELHACK

World's largest and most diverse global hacker community, helping to drive open innovation of tech products, platforms and brands with extraordinary smarts, scale and speed.

▸ 125,000 developers
▸ 92 cities
▸ 44 countries
▸ 300+ hackathons
▸ 150 startups created
▸ $44M portfolio valuation for HACKcelerator

angelhack

HACKATHON THEME

Inspire developers to focus on performance, not just functionality, around topics including:

- ▸ Data visualization
- ▸ Performance testing
- ▸ Design for performance
- ▸ Blockchain performance
- ▸ IoT data management
- ▸ Capacity planning
- ▸ Security
- ▸ Data intelligence

HACKATHON AGENDA*

Pre-Event

Live and recorded virtual meetup to prep "hackers" for the main event!

Day 1

- ‣ 12:00pm   Doors Open & Lunch
- ‣ 1:00pm   Opening Ceremony & Presentations
- ‣ 2:00pm   Hacking Begins!
- ‣ 3:00pm   Sponsor Breakout Sessions Begin
- ‣ 6:00 pm   Dinner
- ‣ 8:00 pm   Pitch Workshop
- ‣ 12:00 am Midnight Snack
- ‣ 12:00- 8:00am Hack through the night*

Day 2

- ‣ 7:00 am   Breakfast
- ‣ 12:00 pm Lunch
- ‣ 1:00 pm   Submission Deadline
- ‣ 2:00 pm   Demos Begin
- ‣ 3:30 pm   Judge Deliberation
- ‣ 4:00 pm   Awards
- ‣ 4:30 pm   Event Close

Working Schedule, Subject to Change

WHY SPONSOR

- ▸ Market your brand and technology to developers and engineers (including AngelHack's global community)

- ▸ Rapid innovation for ideas, business development, platform growth

- ▸ Showcase your technology to the brightest minds in tech

- ▸ Recruit talent

SPONSORSHIP DETAILS

Up to 5 sponsoring companies will have the opportunity to present a challenge to participants at the CMG Hackathon.

Your challenge could be asking developers to leverage your API, SDK or other developer platform, or perhaps to present a problem statement or puzzle that relates to your business or technology.

Not sure what your challenge should be? No worries! CMG and AngelHack are here to help!

KEYNOTE SPONSORSHIP BENEFITS

Benefits

▸ An opportunity to present your challenge and prize on the pre-event webex
▸ 5 minutes stage-time during opening ceremony at hackathon
▸ A 1-hour deep-dive breakout session at hackathon
▸ Opportunity to select a winning team for your challenge and offer a prize valued at $2500
▸ Passes to the CMG Hackathon for evangelists, staff, etc.
▸ Onsite branding and signage during the CMG Hackathon, including table to display swag and meet with hackers
▸ Inclusion in CMG pre-event and onsite marketing and advertising initiatives, including via email, web and social media as well as other promotional materials, logo on t-shirts

Pricing:

▸ $12,000 for new sponsors
▸ $8,400 for existing imPACt sponsors (30% discount)

STANDARD SPONSORSHIP BENEFITS

Benefits

▸ An opportunity to present your challenge and prize on the pre-event webex
▸ 3 minutes lightning talk during opening ceremony at hackathon
▸ A 30-minute deep-dive breakout session at hackathon
▸ Opportunity to select a winning team for your challenge and offer a prize valued at $2500
▸ Passes to the CMG Hackathon for evangelists, staff, etc.
▸ Onsite branding and signage during the CMG Hackathon, including table to display swag and meet with hackers
▸ Inclusion in CMG pre-event and onsite marketing and advertising initiatives, including via email, web and social media as well as other promotional materials, logo on t-shirts

Cost

▸ $6,000 for new sponsors
▸ $4,200 for existing imPACt sponsors (30% discount)

LIGHT SPONSORSHIP BENEFITS

Benefits

▸ Opportunity to have a table, branding and offer swag to developers at event
▸ Passes to the CMG Hackathon for evangelists, staff, etc.
▸ Onsite branding and signage during the CMG Hackathon, including table to display swag and meet with hackers
▸ Inclusion in CMG pre-event and onsite marketing and advertising initiatives, including via email, web and social media as well as other promotional materials, logo on t-shirts

Cost

▸ $3,000 for new sponsors
▸ $2,100 for existing imPACt sponsors (30% discount)

OTHER OPPORTUNITIES?

▶ **Don't see what you're looking for? We're open to ideas and opportunities, including trade partnerships. Please feel free to reach out!**

Thank you!

david@cmg.com