

McHacks 14

Sponsorship Package

January 2027

@ McGill University

Canada's Favourite Hackathon.

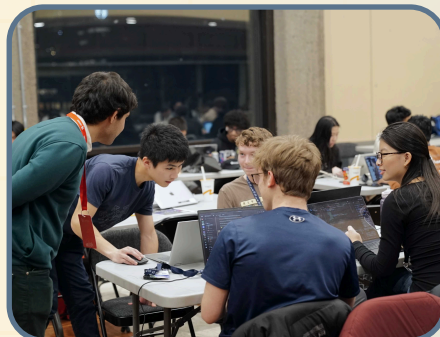
hack·a·thon (noun)

An event where a group of participants (typically 2–4), referred to as hackers, come together to solve problems in the form of a presentable project. These problems can range from specific questions concerning the modern market to open-ended prompts such as "sustainability and growth." At the end of the event, hackers present their projects and compete for prizes, with workshops, fun activities, and networking events running throughout.

McHacks is McGill's largest annual hackathon and one of Canada's flagship student tech events. Over an intense **24 hours, 750+ students** from across North America form teams to ideate, build, and ship real, working projects, guided by mentors, fuelled by workshops, and judged by industry leaders. Our goal is simple: give the next generation of builders the tools, network, and momentum to turn ambitious ideas into real-world impact.

McHacks by the numbers

- **13 editions:** running every year since 2014
- **6,000+** students hosted all-time
- **80+** schools represented across North America
- **\$500,000+** in sponsorship channelled into student projects
- **3,900+** Instagram followers
- **999+** subscribers on our email list



Dear potential sponsor,

Thank you for taking the time to consider joining us in building McHacks 14, the 14th edition of McGill's largest annual hackathon and Canada's go-to event for hacker projects.

This hackathon will unite **750+ ambitious students** from across North America, transforming their big ideas into real-world applicable solutions in exactly 24 hours.

Here's how.

- 1. Diversity:** We celebrate diversity in tech, and we're committed to bringing together hackers of all backgrounds and skill levels.
- 2. Innovation:** Students explore their creativity and create new projects that solve real problems.
- 3. Education:** Hackathons are one of the most efficient ways to teach hackers about new technologies and industries. We'll guide them with a blueprint to ideate and create lean, innovative projects — plus mentorship opportunities with young professionals.
- 4. Impact:** Montreal is a leading hub in digital technology and artificial intelligence. We'll connect hackers with top industry players and our dedicated sponsors, contributing directly to Montreal's growing tech scene.

In 13 years, **\$500,000+** from industry partners has propelled **6,000+ students** to build impactful projects and with your support, we'll be ready to take McHacks 14 to the next level.

We've outlined our ready-made sponsor packages in this handbook, or we can curate a custom package tailored to your needs.

See you soon!

The McHacks 14 Team
sponsorship@mchacks.ca



What do you gain from McHacks?

Increased Brand Visibility: Expose your brand to up-and-coming developers and top hackers in the tech community. McHacks historically welcomes students from University of Waterloo, UofT, NYU, and other prominent North American institutions.

Product Showcase / Demo: Put your products and APIs to the test in the hands of hundreds of curious and innovative hackers. Challenge their limits and receive valuable first-hand feedback.

Access Top Talent: During McHacks, you'll have direct access to all of our student developers. You'll be able to meet with our first-class talent and fill your internships and new-graduate positions.

Innovation: McHacks is where tomorrow's founders build their first prototype. Sponsoring puts you in the room with that talent before anyone else, first look at breakout builders, early signal on the ideas worth backing, and a front-row seat to the next generation shaping the foundation of tech.

McHacks isn't just an event for hackers, it's an event for you. Our team will work closely with you to ensure that all of your needs and wishes are met, and that the experience is worthwhile.



Yearly Statistics

McHacks consistently ranks among the largest and most competitive student hackathons in Canada



80+
schools



90+
recruitment offers



125+
projects



1000+
applicants



35%
female identifying
hackers



750+
hackers

Notable Projects

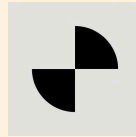
McGill's talent density speaks for itself. Beyond McHacks, McGill alumni have recently founded and built some of the most exciting companies in tech — proof of the calibre of builders you'll meet at our event:



Gumloop
(Y Combinator)



MaintainX



Orthogonal
(Y Combinator)



Clarum
(Y Combinator)



Clay

...and many more. When you sponsor McHacks, you're meeting the next wave of this talent first.

Previous Sponsors



Sponsorship Tiers

byte	kilo	mega	giga	tera
\$1000	\$2000	\$5000	\$8000	\$10,000

general

Thanked at opening & closing	•	•	•	•	•
Stage time at opening ceremonies		1 min	2 min	3 min	6 min
Sponsor booth		6 ft.	6 ft.	12 ft.	12 ft.
Keynote Speaker					•

recruiting

Access to sponsorship dashboard & discord	•	•	•	•	•
Recruiter passes		1	2	4	∞
Access to digital hacker resumes			Post	Pre	Pre
Speed networking sessions			Limited	•	•
Custom email to hackers			•	•	•
Post event interviews					•

engineering

List API directories on Discord and website	•	•	•	•	•
Seats on judging panel	•	•	•	•	•
Engineer and design passes		•	•	•	•
Host a workshop before or during the event			30 min	45 min	60 min
Custom challenge and prize				•	•
Judge finalists on stage				•	•

marketing

Logo on website	XS	S	M	L	XL
Distribute your swag at booths		•	•	•	•
Social media promotion		1	1	2	3
Logo on T-Shirt			•	•	•
Custom Swag in hacker bags			•	•	•
Fireside Chat				•	•
Logo on choice of McHacks swag					•
Your banner(s) in hacker space					•

Flexible Sponsorship Options

Not sure where to start or looking for something else beyond our standard sponsorship packages? We offer customizable add-ons and alternate sponsorship options to help you meet your goals. Let's build something that works for you!

- Additional 30 minutes to an existing workshop or separate workshop (\$1,000)
- Social media post of choice (\$200)
- Sponsor a custom challenge and prize (\$1,000)
- Sponsor a bus (\$5,000)
- Sponsor a meal (\$4,000)
- Sponsor a snack (\$2,000)



Our Team

Our current team is a powerhouse of hackathon expertise, having organized twelve highly successful hackathons across three renowned schools in the past five years. With over 1,000 hours of collective experience, we bring a wealth of knowledge across a diverse range of backgrounds in arts, computer science, finance, engineering, and social sciences. This diversity is reflected in our hackers and sponsors, making us confident that your company — regardless of size or specialty — will find a place within our dynamic community.



Core Team

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Let's work together.

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