

● SummerHacks

Sponsorship Package

Version 4 — 2026

Build under open skies



Introduction

The traditional hackathon formula has become predictable. Fluorescent-lit university buildings, identical 36-hour sprints, and the same indoor environment year after year have created a ceiling on what these events can achieve.

SummerHacks exists to break through that ceiling.



A Fresh Model for Innovation

We're reimagining what a hackathon can be by fundamentally changing the environment where creation happens. Research consistently shows that physical space shapes how people think, collaborate, and innovate.

Coffee shops and creative "third spaces" have long been where breakthrough ideas emerge. SummerHacks harnesses this principle by moving the experience outdoors, where sunlight, open air, and natural surroundings create the conditions for authentic creativity to flourish.



Held in summer at the perfect moment in the calendar year, SummerHacks brings together 200 talented students for three immersive days. Participants work on ambitious projects while surrounded by music, quality food, comfortable tents, outdoor activities, and shared experiences like sunrise and sunset.

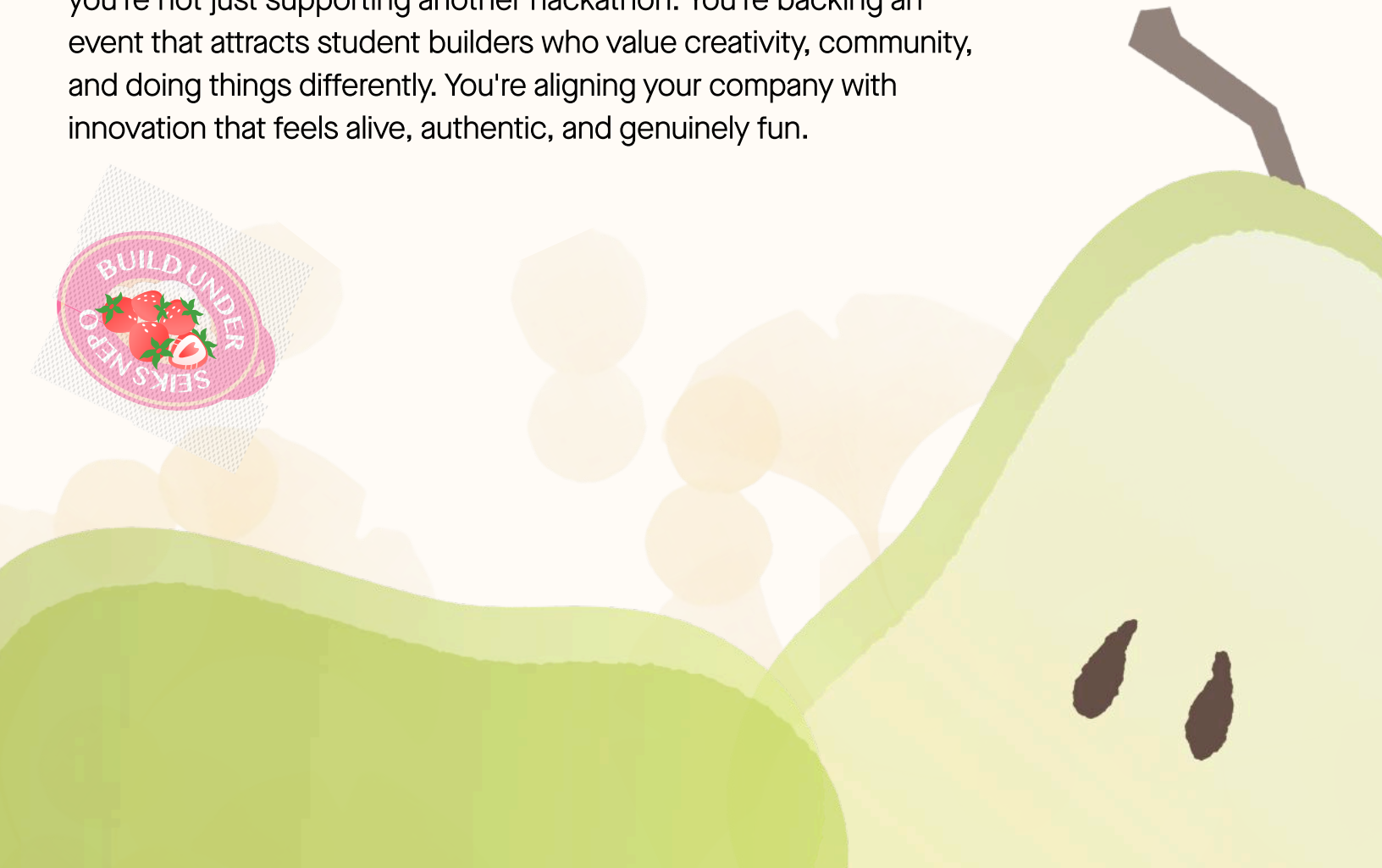
The result is an environment that feels energizing rather than exhausting, human-centered rather than rigid, and memorable rather than forgettable.



Building Community, Not Just Projects

SummerHacks draws inspiration from summer camp, that transformative experience where learning, creativity, and community converge. We're blending the technical challenge of building something meaningful with the emotional resonance of nostalgia and connection. Hackers leave with more than code and demos. They leave with late-night conversations, spontaneous collaborations, and memories that last.

This is where your brand comes in. By sponsoring SummerHacks, you're not just supporting another hackathon. You're backing an event that attracts student builders who value creativity, community, and doing things differently. You're aligning your company with innovation that feels alive, authentic, and genuinely fun.

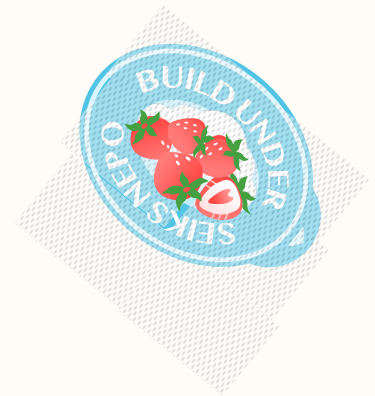


Your Story at SummerHacks

At SummerHacks, your support becomes a part of a redefined innovation experience. We want to hear your story interwoven through our three days of networking, workshops, and speaking opportunities — and in turn inspire the builds and projects we see from this student centred event.

Beyond the traditional hacking experience, SummerHacks offers authentic brand alignment and promotion with creativity, community, and passion. Your company will be remembered as a driving force behind a fresh, future-focused event: supporting big ideas and talented builders.

Find innovation, creativity, and artistic vision within students.



Sponsorship Tiers



BRONZE SILVER GOLD TITLE
\$500+ \$3,000+ \$5,000+ \$10,000+

Recruitment

Access to participant resumes				
Access to participant GitHub/LinkedIn				
Tables at sponsorship booth	1	Up to 3	Up to 5	Custom activations
Host a panel for career opportunities/networking event				
Host invite-only networking event				

Visibility

Logo placement on all swag	Small	Medium	Large	Title Size
Distribute company merch				
Individual social media promos	1 story	1 post, 1 story	2 posts, 1 story	All posts & stories

Event Engagement

Custom prize track aligning with company goals				
Host a workshop			1 hour	Unlimited
Judge project submissions				

Promotion

Recognition in post-event reports and press releases				
Access to list of participant emails				
Speaking time at opening ceremony			5 minutes	5 minutes
Speaking time at closing ceremony			5 minutes	10 minutes

Meet the Team

● SummerHacks



Winston Zhao

Co-Director



Dundee Zhang

Head of Community



Anita Du

Head of Design



Andrew Chu

Head of Operations



Lily Song

Co-Director



Justin



Oliver



Ivy



Shalott



Charles



Claire



Anna



Matias



Aricia



Evan



Anthony



Elizabeth



Joanna



Justin



Olivia



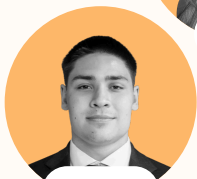
Jerome



Norman



Caitlin



Anton



Alex



Annie



Jocelyn



Raghav

We're a group of university students with backgrounds in computer science, design, and engineering. Many members on our team were previous organizers at large scale events, such as Hack404, IgnitionHacks, ChessHacks, and more.

Click names to see LinkedIn!



Summary

Snapshot

👥 Participants	200 students
🕒 Duration	3 days (36 hours)
📅 Date	June/August (TBC)
📍 Location	Greater Toronto Area
🏠 Venue	Outdoor/open-air

Vision

SummerHacks is an outdoor hackathon designed as a builder retreat that prioritizes creativity and new ideas. Set in nature and inspired by summer camp, it creates an open, immersive environment where people can think more freely, collaborate naturally, and build ambitious projects while forming meaningful shared memories.

Success Metrics

200 hackers ship projects in 3 days, with measurable sponsor engagement and strong post-event satisfaction.

We want you to leave with:

Talent: real conversations + follow-ups

Brand: visibility people remember

Impact: shape projects through mentorship

Proof: post-event recap + metrics

👥 200 attendees checked in

📄 # of submitted demos/projects

🗨️ Sponsor touchpoints
booth scans / conversations / workshop attendance

📊 Post-event NPS / satisfaction score

📌 Online media engagement
likes / story tags / LinkedIn posts

Who You Reach



Student builders across computer science, design, and engineering.

From institutions like the University of Toronto, University of Waterloo, Toronto Metropolitan University, Western University, and more.

Sponsorship Tiers

BRONZE	SILVER	GOLD	TITLE
\$500+	\$3,000+	\$5,000+	\$10,000+

Thank you!

Help us create a space to innovate under open skies. SummerHacks reimagines what a hackathon can be. As our debut event, partner support plays a critical role in bringing this vision to life! We are seeking sponsors who believe in shaping a greener future through community-driven innovation and want to meaningfully invest in the next generation of sustainable builders.

We look forward to hearing back from you!

Contact us

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🌐 summerhacks.ca

📷 [@summerhacksca](https://www.instagram.com/summerhacksca)



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