



# **7 Week Challenge**

Sponsorship Prospectus

2020 - 2021



# Introducing the 7 Week Challenge

The **7 Week Challenge (7WC)** is a series of events hosted by Vincent Massey's Computer Science Club in partnership with Canada's oldest and largest high school hackathon, MasseyHacks. The 7WC is an extension of MasseyHacks' goal to inspire innovation, the development of big ideas, and a passion for learning. This compilation of free virtual events will take place over the course of 7 weeks, starting on **April 24th, 2021**.

Each week will feature a new topic as well as a diverse spectrum of workshops, activities, and challenges for students to further apply their knowledge. Topics will range from cybersecurity and algorithmic programming to web, game, and hardware development, thus giving students a better idea of what the world of computer science and technology looks like. The 7WC will conclude with **MasseyHacks VII**, a 36-hour virtual hackathon jam-packed with countless opportunities for hackers to show off what they learned. We anticipate that the 7WC (including MasseyHacks VII) will bring in **over 250** students from all over the world.

## Why Sponsor Us?



### Our Vision and Purpose

We believe that computer science shouldn't bring up a mental image of complex programming questions or boring IT support. Technology has the power to push limits and create change, which is what we intend to do. We push students to learn more about the world around them. The 7WC brings an experience like no other, exposing students of all skill levels to the different aspects of computer science and technology - things that are embedded in their everyday lives. We aim to build and create an environment where everyone is encouraged to take part in their share of learning, and truly immerse themselves. Here at the 7WC, the door is open. We simply inspire students to walk through.



## Branding and Partnerships

The 7WC isn't just an event for students - it's an amazing opportunity for *you* to connect with the future generation and build meaningful relationships early on with the brightest minds and talent. Meet the future, inspire them, and recognize their faces when they walk in for an interview. By sponsoring us, you get the chance to reach and interact with hundreds of students, mentors, and workshop hosts. Through the 7WC, you can market your brand to a live audience, gain valuable feedback, and build relationships in a way that is simply unattainable elsewhere.



## How Can We Help?

Monetary contributions are separated into three main tiers: Bronze, Silver, and Gold. Higher grants and donations provide more opportunities for your company to promote your brand and contribute to the overall impact that the 7WC will bring to the hundreds of students, mentors, and other sponsors. Due to the nature of the 7WC, sponsors are also given the opportunity to 'adopt' a week of learning. This means that for the entire week, *everything* will be displayed as 'Presented by X' - awesome, right? Beyond monetary contributions, we also welcome hardware, learning tools, and other resources. Non-monetary donations will count towards a sponsorship tier and its respective perks.

***As a part of the non-profit organization "Greater Essex County District School Board", we can issue donation receipts if the sponsorship fund from your company is processed through the School Board.***



# Sponsorship Tiers and Perks

## TIERS ARE ONLY A GUIDELINE

If you're interested in sponsoring the 7 Week Challenge or have any questions, please contact us at [sponsorship@masseyhacks.ca](mailto:sponsorship@masseyhacks.ca). All tiers are negotiable, and the 7WC team is open to tailoring the sponsorship package to best fit your company's needs.

Tiers	Bronze	Silver	Gold
<b>Cost</b>	\$500	\$1000	\$2000
<b>MasseyHacks</b>			
 <b>Send Company Representatives *</b> Get the opportunity to interact directly with hackers by sending experienced representatives to the event.	✓	✓	✓
 <b>Company Prize/Sponsor Category **</b> Encourage students to develop projects directly related to your company and award prizes for the best use of your API/tools.	✓	✓	✓
 <b>Opening Ceremonies Talk</b> Showcase and introduce your company to a diverse audience by speaking about your company at the beginning of the event.		1 min	3 mins
 <b>Company Judge</b> Increase company awareness by interacting with hackers face-to-face to select our top hacks from the project demonstration portion of the event.		1	2
 <b>Tech Talk/Workshop</b> Get hackers excited about your company by teaching them a new skill, demonstrating your products, or discussing topics related to your company.	✓	✓	✓



## Branding

	<b>Logo on Event Website</b> Showcase your brand and increase recognition by promoting your logo on our website.	Small	Medium	Large
	<b>Social Media Shout-Out</b> Increase brand recognition and get hackers excited by being featured on our social media accounts.		Pre-Event	Pre + Post Event

## Recruiting

	<b>Distribute Recruiting Material</b> Showcase and promote opportunities such as co-op placements at your company by distributing related career materials.	✓	✓	✓
	<b>Access to Resumes</b> Network and gain direct access to the talented minds from all over the world.		Post-Event	Pre-Event
	<b>Participant Emails</b> Expand your company's influence and network with students by contacting them via email about the opportunities affiliated with your company.			✓

## Adopt a Week

	Put your company into the spotlight by sponsoring an entire week of workshops, activities, and challenges! It's a fantastic way to promote your company and create familiarity with your brand.  <i>A list of available weeks will be provided. Please note that this tier can be considered as both a standalone and an add-on.</i> <b>Includes Bronze tier perks</b>	\$750		
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\* Please let us know in advance if you will be providing mentors so we can prepare their resources in advance.

\*\* You may send a representative or have our judges determine the winners.

\*\*\* A judging guide will be sent prior to the event – it is preferable that judges have a background in technology.



# 7WC Week Descriptions

The goal of each week is to expose students to something new through workshops, activities, and a culminating challenge. Please note that the topics outlined below are subject to change.



## Learnathon

This weekend acts as a kick-off and covers a basic yet diverse range of topics that will leave students excited for what is to come.



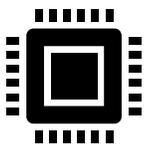
## Algorithms

This week will introduce participants to the theoretical implementations of algorithmic programming and encourage them to take part in various beginner-friendly programming contests.



## Game Jam

This event will start off by guiding students through simple game development using Unity3D, leading into the 2-week long Game Jam, which allows participants to apply and build on what they learned.



## Hardware

This week focuses on basic hardware development with Arduino and TinkerCAD. Participants will be provided with materials in advance.



## Web Development

This week introduces participants to web development and provides the necessary groundwork to create a simple static website.



## Cryptography

This week focuses on problem solving, encryption, and cybersecurity, culminating in the infamous Hackenger Hunt, which will be run in partnership with MasseyHacks.



## MasseyHacks VII

The 7th iteration of MasseyHacks, Canada's oldest and largest high school hackathon. This 36-hour virtual hackathon is filled with opportunities for participants to use what they learned throughout the 7WC and create something awesome!



[masseyhacks.ca/7wc](https://masseyhacks.ca/7wc)



[sponsorship@masseyhacks.ca](mailto:sponsorship@masseyhacks.ca)