WHAT IS PEARL HACKS?

Pearl Hacks is a hackathon for women in high school and college hosted at the University of North Carolina at Chapel Hill. Now what, exactly, is a hackathon? It’s an incredible educational event where participants get the opportunity to explore not only various fields of technology but also their own creativity and self-expression. Teams of up to four students will collaborate and develop an idea for a project and will use their technology skills to execute that idea. Participants can work on any project they find interesting, whether it be an app, a website, a wearable technology project, or even some kind of a robot.

WHAT MAKES PEARL HACKS SPECIAL?

What makes Pearl Hacks different from the many other university hackathons is our focus on expanding the community of women in technology. Our mission is to encourage women to explore technological fields in an environment that enables them to do so. We want to support and drive the growth of women in the tech industry. With the help of our sponsors, we offer workshops to teach these women about various aspects of computer science including web development, big data, mobile apps, and far more. It is truly an incredible learning experience for our participants and exposes women to the wonders of the tech world.

HOW IS PEARL HACKS STRUCTURED?

Our hackathon is a 24-hour event hosted at the University of North Carolina at Chapel Hill. Students from all over the continent come to our campus to join in this fantastic event for a weekend. The event begins with an opening ceremony that all participants and sponsors are invited to attend. Teams can begin hacking immediately after the ceremony though they have a number of activities they can choose to participate in. We have a sponsor fair (essentially a career fair for our sponsor companies), multiple workshops in a wide variety of computer science topics, creative games and activities to give participants a break from coding, and far more. Perhaps most importantly, we provide meals for everyone! Recruiters, mentors, participants, volunteers, no one will go hungry at Pearl Hacks.
WHO PARTICIPATES IN PEARL HACKS?

We have hackers from all around the country come to Chapel Hill to participate in Pearl Hacks. The charts below provide a breakdown of last year’s participants.

![Participation Breakdown]

- 80% undergraduate students
- 15% middle school and high school students
- 5% graduate students

Our college participants primarily attend East Coast schools such as:

- UNC-Chapel Hill
- Duke
- NC State
- Purdue
- Rutgers
- University of Florida
- Georgia Tech

*approximate percentages
HOW CAN I SPONSOR PEARL HACKS?

As a public hackathon, we rely on the monetary support of our sponsors to ensure the event runs smoothly. We also ask our sponsors to provide mentors proficient in various fields of computer science/software engineering so we can pair mentors with teams that need their help.

HARDWARE
A number of our teams choose to create hardware hacks, but they need access to Raspberry Pis, Arduino, sensors, tool kits, etc.

MEALS/SNACKS
Because Pearl Hacks is a 24-hour event, we provide meals and snacks for both our participant and our sponsors.

PRIZES
Every hackathon needs prizes! With the help of our sponsors we can provide some great prizes to the winning teams. These can include tablets, drones, all expense paid trips to other hackathons, and more.

TRANSPORTATION
We have participants from all over the continent attending Pearl Hacks. Your monetary support will help provide transportation for these students to attend the event.

WHAT ARE THE BENEFITS OF SPONSORSHIP?
There are many benefits! Not only will you be supporting the growing community of women in computer science, but you’ll also get to promote your business, recruit potential interns and employees, and more. Specific benefits depend on the desired sponsorship tier, all of which are outlined on the next page.
# Sponsorship Tiers

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<th>Benefits</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Pearl</th>
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<tr>
<td>Logo in Opening Ceremony Slides</td>
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<td>Logo on Pearl Hacks Website</td>
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<tr>
<td>Distribute Swag/Branded Items**</td>
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<td>Recruiters</td>
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<td>2</td>
<td>3+</td>
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<td>Logo on T-shirt</td>
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<td>Access to Resumes</td>
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<td>General Category Prize***</td>
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<td>Sponsor Lounge</td>
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<td>Career Fair</td>
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<td>Opening Ceremony Speech</td>
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<td>Company Category Prize****</td>
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<td>30 Minute Tech Talk</td>
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<td>Corporate Partners Program*****</td>
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<td>On-Site Interview Booth</td>
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<td>Preferred Placement on T-shirt/Website</td>
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<td>Logo on TV Announcement Board</td>
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If none of these tiers fit your need, please let us know. We are happy to provide customized tiers based on the needs of your company.

* These donations need not come in the form of money. You can donate prizes whose monetary value equals the designated amount or technology that is worth the designated amount or food worth that amount, etc.

** The Pearl Hacks volunteers will distribute swag/branded items for Bronze sponsors since Bronze sponsors cannot send recruiters.

*** “Social” Category Prize (environmental sustainability, anti-violence, etc.). Cannot be company-specific.

**** Prize for best hack using company’s API or company’s technology.

***** This is a partnership with UNC Chapel Hill’s Computer Science Department that gives the sponsor company special access to the CS Career Fair in the fall, various recruiting events in the CS building, and other exclusive events.
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THANK YOU FOR YOUR SUPPORT!