

Partnership Proposal

HackBlagoevgrad: Hack for Future

November 14-20, 2016

The first ever IT forum to take place in Blagoevgrad

About HackBlagoevgrad

HackBlagoevgrad is a week-long IT forum which aims at combining the formats of a conference consisting of several presentations and workshops given by professionals in the field, and a hackathon during which the participants work in teams on developing certain technological products.

The idea behind its organization was born when a group of young people studying and working in the IT field got together. Since we were all related in one way or another to the city of Blagoevgrad, we saw the dire need of bringing such a forum to the local audience. After thorough research and extensive planning today we present to you the shape of what was once just a whim and will soon enough come to life.

The first edition of **HackBlagoevgrad** will take place in the week November 14-20, 2016 on [the Campus of the American University in Bulgaria](#).



The topic for the event is **Hack for Future**. This means that participants are encouraged to work on any idea for a product that they consider innovative. The goal is to lead the team members into thinking out of the box and for a positive change on a local and national scale.

Schedule

As scheduled, the first **HackBlagoevgrad** event will go in the following way:

Monday through Thursday (November 14-17, 2016): Starting at 7:30PM companies' professionals give presentations/workshops in one of the aulas in Balkanski Academic Center, AUBG Campus.

Friday (November 18, 2016): Around 6PM participants and mentors gather for the kick-off of the hackathon weekend. The participants discuss their ideas and form teams (if they have not done so previously at the time of registration or during the presentations'/workshops' days). After that, the teams head for their personal workspaces in the Sports Hall of the ABF Student Center, AUBG Campus, and start working.

Saturday (November 19, 2016): The participants continue working on their ideas throughout the whole day/night and the mentors help them.

Sunday (November 20, 2016): The participants finish up their projects. In the evening every team presents what they have done in front of the jury and an open audience. After that comes the voting and the jury announces the winners who receive prizes.

Audience

On **HackBlagoevgrad** we aim at gathering primarily students in one of the many IT related disciplines who come from:

- **The American University in Bulgaria** (approx. 1 000 students in total, out of whom around 250 in IT-related disciplines)
- **The South-West University "Neofit Rilski"** (approx. 11 500 students in total, out of whom around 800 in IT-related disciplines)
- **The High School of Mathematics "Acad. Sergey Pavlovich Korolyov" in Blagoevgrad** (approx. 900 students in total, out of whom around 500 in IT-related disciplines)
- Other educational institutions around the country.

Furthermore, we will gladly welcome anyone who is interested in participating in such a forum.

We expect that the audience of **HackBlagoevgrad** will be formed by young people who are eager to learn about up-to-date technologies, share their plans with fellows, and set their sights on developing innovative products.

Note: Since the prospective participants in **HackBlagoevgrad** come from different nationalities, the official language spoken throughout the forum will be English.

Organizers

We, the people behind the scenes of **HackBlagoevgrad**, are a group of young enthusiasts who believe in the future of technology and in the abilities of our fellows to take the initiative and make a change.

Currently, the main responsibility for the organization of the week-long event is shared between the [Computer Science Students Union \(CSSU\)](#) at the American University in Bulgaria, the [High School of Mathematics “Acad. Sergey Pavlovich Korolyov”](#) in Blagoevgrad, and other devotees to our common mission. Clearly, our dreams would not have started coming true without the special help and support granted by our partners from [HackBulgaria](#).



Hack Bulgaria

Getting Involved

As a team, we quickly grew fond of the idea to establish a dedicated and ongoing IT community in Blagoevgrad and are working eagerly in order to achieve this goal. Thus, we envision **HackBlagoevgrad** to be the exciting first chapter of a long-lasting partnership which will set high standards in the IT field for the whole region.

It is now our honor to invite you to take part of this adventure that is just about to begin.

Benefits for Your Company

HackBlagoevgrad is a unique opportunity for your company to get in touch with young people who are interested in IT and find themselves right at the start of their careers. Specifically, throughout the week of the forum you will be able to:

- Have access to a strictly targeted audience of over 100 participants at student age who come from different educational institutions and many more spectators.
- Get advertised as an official sponsor in a variety of ways, incl. logo on the website of the event <http://hackblagoevgrad.org> and on promotional materials, special mentioning on social networks, exclusive 5-minute advertisement spot right before project presentations on Sunday, banner in a visible spot on the hackathon's venue, branded pavilion on which you can present your company at convenient times.
- Provide mentors from your company who can get real impression on how the participants collaborate in brainstorming, designing, crafting, and presenting their ideas through close conversations with them. You are free to send us one of your professionals as a mentor and give a prize to a certain team's members whose idea your company considers the best. Additionally, you could consult the Sponsorship Packages table [at the end of this document](#) where you will find further opportunities for taking part in the hackathon with two additional mentors. Choosing the latter option you will also be able to have one of your representatives participate in the jury that will vote for the final winners of the hackathon.
- Give a presentation/workshop during one of the first four days of the forum, i.e. Monday through Thursday. On these presentations, your company will have the opportunity to present on a topic that you consider appropriate for the format of the forum and/or show a technology you have developed which should be provided to the participants so that they can use it throughout the hackathon weekend (if applicable).

For more detailed information about sponsorship opportunities please look at the Sponsorship Packages table [at the end of this document](#).

Why Support Us?

HackBlagoevgrad is carried out by people who seek no other profit in its organization than the actual reward of working for what they are passionate about and leaving a significant trace. Thus, by supporting us you will invest not only in our

dream to make the first of its kind week-long IT forum in Blagoevgrad come true, but also and most importantly in the participants' trust in their own abilities to make a change, and in the positive development of the IT sector in a region which possesses all of the necessary preconditions.

Our team would be more than happy to welcome your company on board as a sponsor and partner. We are looking forward to meeting you on **HackBlagoevgrad** in November!

Contacts

We are open to ideas and suggestions. Should you need further information or have a different vision on our prospective partnership, do not hesitate to write to us on partnership@hackblagoevgrad.org or contact personally the people listed below.

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Sponsorship Packages

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Details	Gold	Silver
Price (BGN)	1000	500
Listing as an official sponsor	✓	✓
Advertising on event's website and on social networks	✓	✓
Logo on promotional materials (incl. posters, T-shirts, flyers, etc.)	✓	✓
5-minute advertisement spot before project presentations	✓	✓
Two additional mentors on the hackathon, one of whom will participate in the jury	✓	✓
On-spot banner	✓	–
On-spot branded pavilion	✓	–
Presentation/workshop given during one of the first four days	✓	–
Additional Proposal: Sponsor the lunch for the 2 nd day of the hackathon *	+ 500	
Additional Proposal: Sponsor half of the dinner for the 1 st or 2 nd day of the hackathon *	+ 350	
Additional Proposal: Sponsor participants' T-shirts *	+ 300	
Additional Proposal: Sponsor partially participants' accommodation *	+ 200	

*Opting for an Additional Proposal you will receive further advertisement opportunities according to your needs and expectations.

Note: The sponsorship packages listed above are a tentative offer for partnership. Feel free to contact our team with any other idea for cooperation you might have.