



CCSE Fall Hackathon 2022

September 15-17th

Sponsorship

Rules of Engagement

All sponsors will present challenges meaningful to their current industry and innovation.

All challenge sponsors will present one challenge.

All students will be KSU students and student teams will have a maximum of 3 members.

Challenge Sponsors

CCSE Provides the Challenge Sponsor:

- All benefits for Networking Sponsorship
- 5 or more additional student engagement opportunities for the Hackathon (The Kickoff Ceremony, Discord, Mentorship Time on Campus, Sponsor Judging, and Award Ceremony)
- Advertisements featuring sponsor name and logo
- 5 pre-hackathon email blasts to all students
- 1 post-hackathon email blast to all students with results
- Social media advertising on Facebook, Twitter, Instagram and LinkedIn (Pre, During & Post)
- Hackathon advertisement on OwlTV (campus-wide) – 1 month
- Hackathon online advertisement on CCSE Website – 1 month
- Bi-weekly planning meetings
- Parking for all related meetings/events
- Digital Badge Awards for winning teams
- Hackathon Survival Kit – Snack/Swag Bag with Sponsor swag included
- Fun event for sponsors – KSU football game, or other similar event in 2021-22
- Follow-up meetups with winning student teams on campus (if desired)
- Recognition at Award Ceremony
- Currently estimating 10-12 teams (2-3 students per team) per sponsor

Challenge Sponsor Provides CCSE:

- \$10k to cover cost of operations, awards and giveaways
- Detailed Challenge for student teams (due Friday, July 29, 2022)
- Resources for Hackathon preparation (due Friday, July 22, 2022)
- Mentor List for Discord and Teams Sessions (Friday, July 29, 2022)
- Company swag for student “Survival Bag” (Friday, August 26, 2022)

- Mentors for duration of Hackathon and/or course (Thurs, 9/15 – Sat, 9/17)

Mentors will participate:

- Video Creation – Discuss Challenge Details
 - Challenge Videos Go LIVE 9/15 @ 12:00am
- Mentoring Sessions:
 - Thursday, 9/15, 10-12pm (Virtual Teams Session – Q&A)
 - Thursday, 9/15, 6-8pm (On Campus - Kickoff and Mentoring)
 - Friday, 9/16, 4-7pm (On Campus – Mentoring)
 - Saturday, 9/17, 1-3 pm (On Campus Judging Sessions)
- Virtually (Discord and Teams is active):
 - Monday, 9/12 – Friday, 9/23
- Option to Participate in Recruiting for Networking Session 9/17 3-5pm

(Note: it is expected that you will have one mentor that can interact with 2-3 teams. 3 mentors are recommended for best success, or 1 very energetic mentor)

Networking Sponsors

CCSE Provides the Networking Sponsor:

- Option for 1 hour Virtual Networking Session Week Prior to Hackathon
- Student engagement opportunities during the Hackathon Networking Session prior to the Award Ceremony
- Table for sponsor to set up in the Student Center from 3-5pm during the Hackathon Networking Session
- Advertisements featuring sponsor name and logo
- Bi-weekly virtual planning meetings in Teams
- Parking for all related meetings/events
- Recognition at Award Ceremony

Networking Sponsor Provides CCSE:

- \$2k to cover cost of operations of hackathon and contribute to giveaways
- A list of any additional resources needed besides table (due Friday, July 22, 2022)
- Logos and Attendee List (due Friday, July 29, 2022)

Company Sponsor will participate:

- Virtual bi-weekly planning meetings (starting June 29, 2022)
- Networking Sessions:
 - Saturday, 9/16, 3-5 pm (On Marietta Campus in Student Center)
- Award Ceremony:
 - Saturday, 9/16, 5-6 pm (On Marietta Campus in Student Center Theater)

Agenda for KSU Fall CCSE Hackathon 2022

Friday, July 29th

Registration for Students Opens

Monday, September 12th

Discord Challenge Sponsor Channels Open

Student Virtual Check-In Opens

Thursday, September 15th

8am: Challenge details go live on Hackathon [Website](#)

10-12pm: Virtual mentoring session with Challenge Sponsors via Teams/Discord

3-6pm: Student Check-In (Student Center Ballrooms)

4-6pm: Dinner (Student Center Ballrooms)

6pm: Late Registration ends

6-6:30pm: Official Kickoff (Challenge Sponsors in Theatre)

6:30-8:30pm: Challenge Sponsors Meetup with Student Teams (Assigned Rooms)

Friday, September 16th

Virtual Mentorship through Discord

4-5pm: Dinner in Atrium Lobby

4-7pm: Sponsors meet on Campus with Students (Assigned Rooms)

Saturday, September 17th

10-12pm: Students Schedule Prep-Pitches (in Microsoft Teams)

12-1pm: Lunch

1-3pm: Student Teams Pitch to Challenge Sponsor Judges (Assigned Rooms)

3-5pm: Hackathon Career Networking & Social (Marietta Campus Student Center)

Heavy Hors d'oeuvres

Career Networking Sponsor Tables

Casual Networking

5-6pm: Hackathon Awards Ceremony (Marietta Campus Student Theater)

Challenge Sponsors on Stage to Present Awards

Questions?

Our CCSE Hackathon Team would love to hear from you:

- Sumanth Yenduri, Dean, syenduri@kennesaw.edu; 470-578-5572
- Dawn Tatum, Director of CCSE Partnerships & Engagements, dtatum7@kennesaw.edu ; 470-578-3797

Check out our previous events online!

<https://ccse.kennesaw.edu/events/Hackathons.php>