# HenHacks

henhackshackathon.com

## February 28th - March 1st, 2026
## Sponsorship Prospectus

# About HenHacks

HenHacks is the **largest beginner-friendly hackathon** in Delaware. Hosted at the University of Delaware, students come together to develop meaningful solutions to real needs in our community. Last year, we welcomed **nearly 500** students of different backgrounds and disciplines from **over 50** universities to present projects to industry professionals, faculty, and other students.
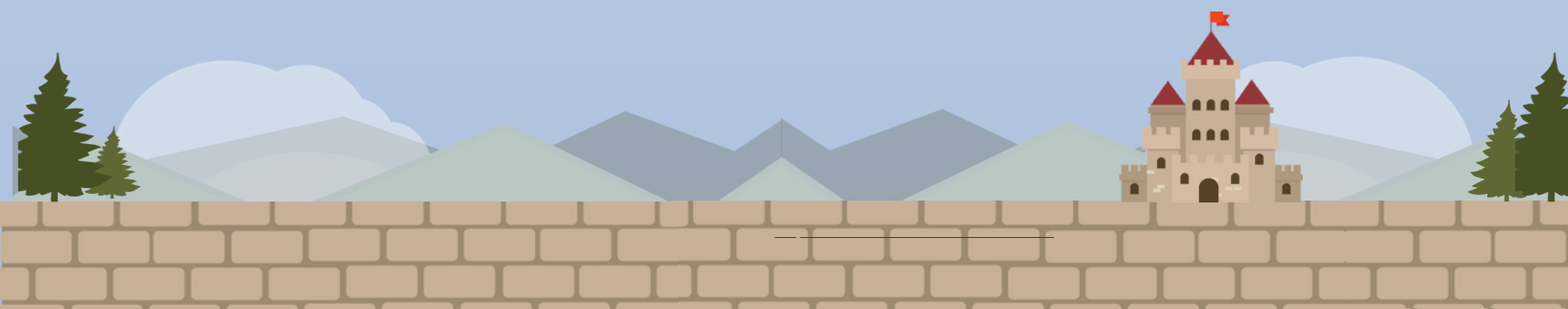
# Our Growth

From our the first event in 2023, HenHacks has experienced remarkable growth. Last year, our attendance rose by over **150 participants**, and external university participation increased from **18 to 50+ schools**. Spearheaded by a dedicated team of undergraduate organizers, HenHacks continues to achieve consistent improvement every year.

# Why Sponsor HenHacks?

With our proximity to **major East Coast cities**, HenHacks fosters an exceptional environment to engage with the top technology and engineering students in the area.

**Sponsorship packages with us provide a chance to:**
- Expand brand visibility
- Recruit skilled interns and emerging talent
- Introduce hackers to cutting-edge innovations
- Leave a lasting impression on tomorrow's engineers and tech experts

# HenHacks

## 2025 Stats

We had

## 472

attendees from...

## 53

colleges and universities,

and

## 118

project submissions!

# SPONSORSHIP PACKAGES

## Branding

| | EGG<br>Donation* | CHICK<br>$2k | HEN<br>$5k | COOP<br>$7k | BARN<br>$10k |
|---|---|---|---|---|---|
| LOGO ON WEBSITE | ★ | ★ | ★ | ★ | ★ |
| BRING COMPANY MERCH | | ★ | ★ | ★ | ★ |
| HIGHLIGHT ON SOCIAL MEDIA | | ★ | ★ | ★ | ★ |
| LOGO ON HENHACKS SHIRT | | ★ | ★ | ★ | ★ |
| SPONSOR AN ACTIVITY | | | ★ | ★ | ★ |
| SPONSOR A HACK ROOM | | | | ★ | ★ |
| SPONSOR A SNACK | | | | ★ | ★ |
| SPONSOR A HACK CATEGORY** | | | | | ★ |
| COMPANY LOUNGE*** | | | | | ★ |

## Recruitment

| | EGG<br>Donation* | CHICK<br>$2k | HEN<br>$5k | COOP<br>$7k | BARN<br>$10k |
|---|---|---|---|---|---|
| ACCESS TO STUDENT LINKEDIN & GITHUB | | ★ | ★ | ★ | ★ |
| INTERVIEW SPACE | | | | ★ | ★ |
| ACCESS TO STUDENT RESUME DATABASE | | | | ★ | ★ |
| BOOTH AT CAREER EXPO | | | | ★ | ★ |

## Engagement

| | EGG<br>Donation* | CHICK<br>$2k | HEN<br>$5k | COOP<br>$7k | BARN<br>$10k |
|---|---|---|---|---|---|
| SEND MENTORS | | 1-2 | 2-3 | 3+ | 3+ |
| HOST A WORKSHOP | | | | 30 min | 45 min |
| KEYNOTE REMARK | | | | | ★ |

*Please contact Amanda Smarr, agsmarr@udel.edu to arrange a custom sponsorship package that is within the budget that you'd like to help us!*

*** Sponsors create their own hack category and send judges to select a winning project; Includes consultation with the HenHacks team for assistance creating a category and selecting prizes*

**** Designated room for sponsor company to host activities for hackers*

# Our sponsors last year



'**Coop**' and '**Barn**' sponsors get *a booth at our career expo*. It's an excellent way to interact with our hackers one-on-one and promote early career opportunities!



'**Coop**' and '**Barn**' sponsors are also granted a *30-45 minute workshop*. This is another way to market career opportunities, but also introduce hackers to new and innovative technologies!



Additionally, as a '**Barn**' sponsor, your organization can sponsor *one of our hack categories*, allowing our hackers to get familiar with industry-specific technologies and standards!

**View last year's schedule at:**
henhackshackathon.com/schedule

# Thank you for considering

# HenHacks

## from the HenHacks team and our hackers.

For sponsorship related inquiries, please contact our sponsorship coordinator:

**Amanda Smarr**
agsmarr@udel.edu

Scan the QR code or click the link below to begin the HenHacks sponsorship process:

HenHacks Sponsorship Form

@henhacksud
henhackshackathon.com