Informal Learning Program at The Ohio State University
fostering a tech culture on and off campus

2022 – 2023 Sponsorship Guide
Grown from a basement hackathon into a robust informal learning program, OHI/O aims to foster a tech culture at Ohio State. We host multiple hackathon-style events throughout the year, tied together by student leadership, hands-on workshops, and industry engagement. We possess a fundamental belief in the power of experiential learning.

“The Best Pipeline of tech talent”

“When I got to Ohio State, I didn’t know how to talk to recruiters or what projects to do. I had to figure out the ropes on my own. Now I’m able to be the mentor I never had. That’s super rewarding for me. It’s one thing for students to send out a resume, but here they show up in teams, they showcase their team-building skills, they’re showing initiative. You get to see an end to end product. They’ve worked the idea phase, the design phase, the building it out, the working through problems. There’s not a more holistic interview you can get in tech than what is provided at this event. I’m telling my company that I know the best pipeline of tech at Ohio State, and I can personally connect us with them. -Dalton Flanagan- software developer, Facebook

Our Cornerstone Events

HackOHI/O
Flagship 24-hour hackathon event founded in 2013 now grown to 800+ participants and recognized as a Signature Event by Ohio State. [http://hack.osu.edu](http://hack.osu.edu)

MakeOHI/O
A 24-hour hardware-focused integrated & embedded systems hackathon which has most recently had 180+ participants. [http://hack.osu.edu/make](http://hack.osu.edu/make)

ShowOHI/O
A public expo for the most innovative projects from staff, students faculty and alumni. [http://hack.osu.edu/show](http://hack.osu.edu/show)
OHI/O Program Sponsorships

Investing in the future of tech by sponsoring the program as a whole. Also expand your brand’s outreach and strengthen your impact on the community as a Program Sponsor.

**Program Sponsorship ($75K/year)**
- Top level sponsor tier perks for all events, including our spinoff and partner events
- 3-5 year terms
- Co-branding ("Powered By") on all events
- Named/Branded awards at ShowOHI/O
- Limit: 3

**Program Long Term Fund ($1M+)**
- Can span up to a 5 year term Program Sponsorship
- Exclusively named innovation fund & awards program
- Long-term staff support and advisory partnership
- Limit: 1

**Staff Support and Physical Infrastructure**
- Currently funded by Ohio State units into 2022
- National Science Foundation “Advancing Informal STEM Learning” grant awardee
- Program Director is a 2020 KEEN Engineering Unleashed Fellow
- Growth of program and opportunities seeks additional support
- Opportunity for naming rights to our new, prominent physical space

https://go.osu.edu/supportohio
OHI/O Event Sponsorship

Sponsor our events individually to reach specific communities in tech.

Our events are 100% free, promoting the best in creative problem solving before faculty and industry experts. We connect students and sponsors to form long-lasting relationships. In return, we’re proud to offer our sponsors many perks based on their chosen tiers.

OHI/O fosters a culture of tech and innovation by organizing tech events and programming that reaches across the university and connects with industry.

We’re building world class hackathons. You can be a part of it today.

Deadlines are rolling; please inquire at hackohio@osu.edu or visit https://go.osu.edu/supportohio
HackOHI/O 2021

our flagship 24-hour hackathon event

500+ hackers

50 projects submitted for judging
60 different majors
27 universities represented
20.95% of hackers were women

18 industry sponsors

7 sponsor challenges (Microsoft, Honda, AEP, etc.)
54 projects submitted for sponsor challenges
40+ industry representatives
85+ mentors and judges

https://go.osu.edu/supportohio
## HackOHI/O Sponsorship: 2022

<table>
<thead>
<tr>
<th>Program</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>See p. 3</td>
<td>$30,000</td>
<td>$15,000</td>
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### General
- Mentors
- Judging
- Sponsor Table & Virtual Room
- Offer Challenge + Prize

### Recruitment
- Resume Access
- Job Posting
- Early Resume Access
- Recruitment Lounge

### Involvement
- Opening Keynote: 5 min.
- 3 min.
- 2 min.
- Hype Event prior to HackOHI/O
- Closing Keynote
- Tech Talk or Workshop during HackOHI/O

### Branding
- Recognition on Social Media
- Logo on Website
- Swag Distribution
- Logo on Prints (Shirts, Flyers, etc.)

### Program
- MakeOHI/O 2023: 20% off, 10% off
- ShowOHI/O 2023
- High School I/O 2023

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[Link: https://go.osu.edu/supportohio]
MakeOHI/O 2021

our hardware based hackathon: a makeathon

149 makers

24 projects submitted for judging
29 different majors

8 sponsor companies & supporters

2 sponsor challenges (AEP & Honda)
60+ judges, mentors, and representatives

17 organizers  38 volunteers

https://go.osu.edu/supportohio
# MakeOHI/O Sponsorship: March 2023

<table>
<thead>
<tr>
<th>Program</th>
<th>Platinum Limit 3</th>
<th>Gold Limit 6</th>
<th>Silver</th>
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<td>3 min.</td>
<td>2 min.</td>
<td>5 min.</td>
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</tbody>
</table>

[See p. 3](#) $10,000 $5,000 $3,000 $1,000 $500

https://go.osu.edu/supportohio
Student teams, faculty and Ohio State Alumni are encouraged to present their innovative ideas and entrepreneurial ventures at this tech showcase open house. Guests represent the local entrepreneurial ecosystem - a great who’s who event!

Show your dedication of advancing the tech culture, innovation and entrepreneurship in Columbus by sponsoring ShowOHI/O!

*With support from the Keenan Center, Innovation Studio and the Ohio State Alumni Association.*

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**ShowOHI/O Sponsorship: April 2023**

<table>
<thead>
<tr>
<th>Program</th>
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<th>Bronze</th>
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<td>VIP Early Entry Tickets</td>
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<td>Engage with demonstration teams</td>
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<td>Logo Placement</td>
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<td>Table Set up</td>
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</table>

- **VIP Early Entry Tickets**: $2,000
- **Engage with demonstration teams**: $1,000
- **Logo Placement**: $500

See p. 3

https://go.osu.edu/supportohio
High School I/O
the high school spinoff of our flagship hackathon

High School I/O brings together approximately 100 high school students from central Ohio, grades 9-12, with any range of experience mimic. Ohio State students volunteer as event organizers and near-peer mentors. Local professionals volunteer as mentors and lead instructional workshops.

71 participants
31 high schools represented in 2019

High School I/O Sponsorship: March 2023

<table>
<thead>
<tr>
<th>Program</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
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<td>Judges</td>
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<td>Logo Placement &amp; Swag Distribution</td>
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<td>Engage with OHI/O Student Leaders</td>
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</table>

See p. 3

$2,000 $1,000 $500

https://go.osu.edu/supportohio
The Big Data and Analytics Association (BDAA) is an undergraduate student organization which empowers members through hands on training and connecting them to potential employers. BDAA is at the forefront of student involvement in this rapidly growing industry. BDAA addresses the gap between needed analytical skills and industry demand.

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Capture the Flag

in collaboration with Ohio State’s cybersecurity club and women in cybersecurity chapter

39 OSU teams
466 non-OSU teams

CTF Sponsorship: Oct. 2022

<table>
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<th>Engagement Perks</th>
<th>Program See p. 3</th>
<th>Gold $2,000</th>
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<td>Job Posting</td>
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<td>Opening Keynote</td>
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<tr>
<td>Hype Event prior to event</td>
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<td>Tech Talk or Workshop</td>
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<td>during event</td>
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<td>Promoted Office Hours</td>
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<td>Company Challenge</td>
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Program Gold Silver Bronze

See p. 3

$2,000 $1,000 $500

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Other Partnership Events

OHI/O has a strong campus brand for hackathons and learning experiences on campus. This has drawn several student organizations together to co-host events with OHI/O. We encourage you to explore sponsoring these topic-specific events with our like-minded friends. Sponsorships range from $500-$2,000. Dates will be set at the start of each semester.

Hack AI
A hackathon specific to artificial intelligence products and solutions. Spring 2023.
Partner: Artificial Intelligence Club

Bio-Hack
A makeathon of biomedical-related devices and solutions for specific use cases. Fall 2022.
Partner: Biomedical Engineering Society

Code I/O
A day of computer science introductions for middle school girls. Spring 2023.
Partner: ACM–Women’s Chapter

Partnership Event Sponsorships

Inquire about specific perks offered for each of our partner events.

<table>
<thead>
<tr>
<th>Program</th>
<th>Gold</th>
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Some Previous Sponsors

Microsoft
Honda
American Electric Power
Veeva
Engie
Olive
JPMorgan Chase & Co.
Genpact
Cardinal Health
Root
AWS
Texas Instruments
Crown
Lincoln Electric
JobsOhio
Battelle
Big Lots!
Capital One
Deloitte
FedEx
KeyBank
APTIV
Rockwell Automation
Ford
CAS
GitHub
Google
Nationwide
State Auto
Kroger Technology
Phi Kappa Phi
Rev1 Ventures

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