



HACK THE SOUTH

APRIL 2022

HIGHFIELD CAMPUS,
SOUTHAMPTON

FOR MORE DETAILS, VISIT
WWW.HIGHFIELDHACK.CO.UK



HACK@SOTON.AC.UK



HACK THE SOUTH

EVENT DESCRIPTION

HACK THE SOUTH IS A WEEKEND-LONG PROGRAMMING COMPETITION IN SOUTHAMPTON, UK, WHERE STUDENTS WORK IN TEAMS TO DEVELOP INNOVATIVE PROJECTS. THEY COME TO HAVE FUN, LEARN NEW SKILLS, INNOVATE, MAKE FRIENDS AND EARN COOL PRIZES! SPONSORS AND MENTORS ARE ON HAND TO HELP THEM THROUGHOUT THE WEEKEND WITH CHALLENGES, WORKSHOPS, SWAG OR ADVICE.

ABOUT OUR TEAM

OVER THE YEARS, HACKASOTON HAS BEEN PROPELLED BY GEEKS, PASSIONATE HACKERS, TECH AFFICIONADOS AND LEADERS OF SOUTHAMPTON'S TECH/BUSINESS SOCIETIES. WE HAVE YEARS OF EXPERIENCE IN ORGANISING WORKSHOPS, COMPETITIONS, TECH TALKS, AND OF COURSE, HACKATHONS.

IN THE LAST 5 YEARS, WE HAVE ATTENDED 15+ HACKATHONS. AFTER EXPERIENCING THE AMAZING ENERGY THAT PEOPLE BRING TO THESE EVENTS, WE WANTED TO ENCOURAGE PEOPLE TO BUILD THEIR CRAZY IDEAS RIGHT HERE, AT HOME.

THIS YEAR'S COMMITTEE



AVISHKA DON
TREASURER



ROBERT MAYE
PRESIDENT



DENI RADEVA
OUTREACH EXECUTIVE



VELINA IVANOVA
WEB CONTENT STRATEGIST



ALEK VUKADINOV
SECRETARY



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SPONSOR BENEFITS

#1 - AS A SPONSOR, WE ARE GOING TO PLACE YOU AT THE EPICENTER OF ATTENTION AT OUR EVENT. YOU'LL RAISE YOUR BRAND AWARENESS AMONG STUDENTS THROUGH BOTH DIRECT EXPOSURE DURING THE WEEKEND AND OUR MEDIA COVERAGE.

#2 - YOU CAN USE HACK THE SOUTH AS A GREAT TESTING GROUND FOR YOUR PRODUCTS, SERVICES, HARDWARE, OR APIS. OUR PARTICIPANTS WILL TEST, BREAK, INNOVATE AND IMPRESS YOU WITH THEIR CREATIONS.

FOR EXAMPLE: AT THE ARM HACKATHON, WHEN ARM OFFERED OUR TEAMS MICRO:BIT HARDWARE, THE PARTICIPANTS BUILT A VOICE-POWERED ASSISTANT FOR HOMES, TRACKING SOFTWARE FOR WAITERS, A HELMET THAT DETECTS HEAD INJURIES, FANCY LED HEADWEAR, AND MORE.

#3 - YOU WILL ALSO GET THE CHANCE TO RECRUIT DRIVEN AND TALENTED STUDENTS WHO ARE INTERESTED IN TECHNOLOGY AND HAVE SHOWN CREATIVITY AND EXPERIENCE IN BUILDING PRACTICAL SOLUTIONS.

PAST SPONSORS



Jump Trading



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Southampton

arm



otpbank

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GitHub

Goldman
Sachs



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SPONSORSHIP PACKAGES

TIER	BRONZE	SILVER	GOLD
COST	£500	£2,000	£3,500

ADVERTISING			
LOGO ON HACKTHESOUTH.CO.UK WEBSITE	YES	YES	YES
ANNOUNCEMENT ON OUR FACEBOOK PAGE	YES	YES	YES
3+ EMAIL MENTIONS TO PARTICIPANTS		YES	YES
LOGO ON PARTICIPANT & ORG T-SHIRTS			YES

ENGAGEMENT			
TABLE AT THE EVENT	YES	YES	YES
MINI-EVENT OR WORKSHOP		YES	YES
5-MIN TALK AT THE OPENING CEREMONY			YES
API PRESENTATION			YES

EXTRAS			
FACEBOOK STATS (CLICKS, SHARES, ETC)	YES	YES	YES
EMAIL STATS (OPENS, CLICKS, ETC)		YES	YES
CV OF ALL PARTICIPANTS (IF PROVIDED)		YES*	YES**
WEBSITE STATS (VIEWS, CLICKS, ETC)			YES

* AFTER THE EVENT

** BEFORE THE EVENT

WE ARE HAPPY TO PERSONALISE AND NEGOTIATE ANY PACKAGE. DEPENDING ON YOUR NEEDS, WE CAN SWAP SERVICES BETWEEN PACKAGES. GET IN TOUCH!

WE'D LOVE TO HEAR FROM YOU!



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