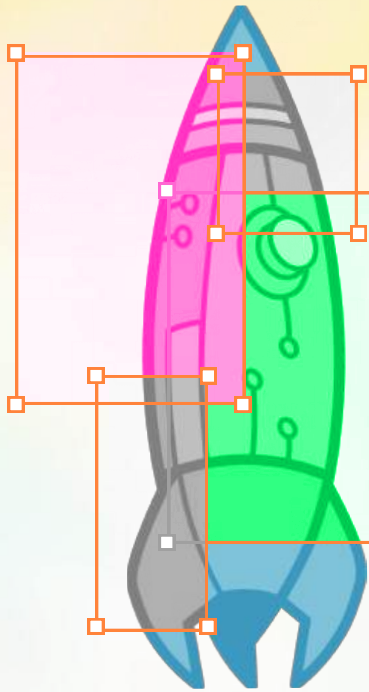


Your guide to making a mark at the
world's largest collegiate hackathon.



CAL HACKS 12.0 SPONSORSHIP PACKET

October 24-26, 2025



Payments are directed to the Cal Hacks Foundation,
a registered 501(c)(3) non-profit

Package Perks

	Bronze \$10K	Silver \$20K	Golden Bear \$30K	Anchor \$50K
Recruiting				
Sponsor booth	1x	1x	2x	3x
Resume book	●	●	●	●
Coffee chats			●	●
Pre-event workshop				●
Marketing				
Logos on website and banners	●	●	●	●
Social media promotion	●	●	●	●
Dedicated slack channel	●	●	●	●
General Email blast	●	●	●	●
Dedicated Email blast			●	●
Co-host an activity or networking event			●	●
Opening ceremony stage time		1 min	3 min	10 min
Technology				
Host a tech prize		●	●	●
Hacker Starter Pack on Website		●	●	●
Host API workshop		●	●	●
Present prize on stage		●	●	●
Co-Host Package Special Benefits				
Top-level branding at launch and beyond				●
Opening or Closing Keynote				●
Name a room or area at the event				●
Add-ons				
Sponsor an activity			ASK	
Sponsor a snack/meal			ASK	

Cal Hacks 12.0

San Francisco • October 24-26, 2025

Meet the Best Students at Berkeley and Beyond

Cal Hacks attracts thousands of the world's most talented student developers every year. At Cal Hacks, projects push boundaries in every industry, from AI to Web3 to Healthcare and more. You'll have a unique opportunity to work with and inspire the top future founders, engineers, and designers.



What is a Hackathon?

A hackathon is an event where students develop technical projects in a collaborative environment. Students begin with an idea and complete a project over the course of 36 hours.

Why Sponsor Cal Hacks?

- Connect with a diverse group of thousands of high-achieving students who have shipped their projects to thousands of people, founded Y Combinator startups, and conducted groundbreaking research.
- Work with students as they solve real problems with tight deadlines, allowing you to properly assess and access a talented pool of potential new grad hires and intern candidates.
- Highlight your APIs and technology through workshops and promote innovative projects with prizes.

Last year, we supported...

3000+ hackers

50+ majors

300 universities

15+ countries

1200+ beginner hackers

1000+ female, non-binary, and gender-queer hackers

Testimonials

Some of our previous sponsors' experiences at Cal Hacks:

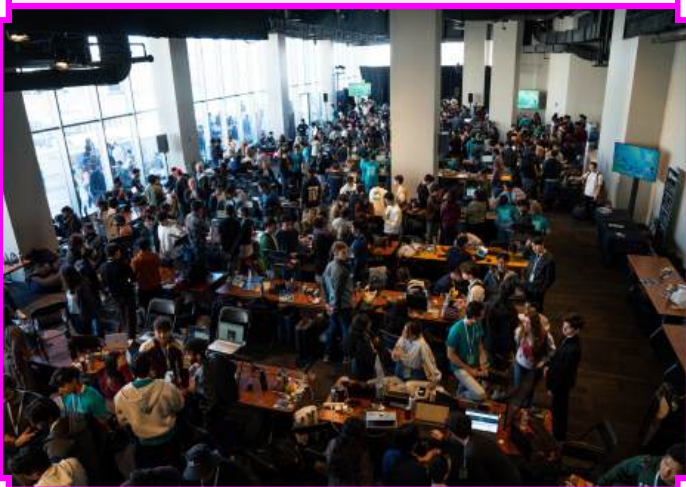


"Partnering with Cal Hacks is always a pleasure. Their **meticulous planning** and on-site support let builders stay laser-focused on shipping great projects, and the **caliber of talent** they attract is exceptional - we've even hired interns we first met at their events. If you want a smooth, **high-impact** hackathon experience, Cal Hacks delivers."

- Groq, 11.0 Sponsor

"Cal Hacks attracts **top-talent** hackers and **future leaders and unicorns**. As a loyal sponsor since Cal Hacks 2.0, I would not miss this event in the world to attract and recruit talents and put any of my companies' technology to its critical tests for hackers to break them. Imagine the amount of money you can save from your engineering cost. Do not miss this event!"

- Zepp Health, 10.0 Sponsor



"Cal Hacks 6.0 blew me away... We were **astounded** by both the **creativity** and **resolve** demonstrated at Cal Hacks. We wish we could have given all of our integrations an award."

- DocuSign, 6.0 Sponsor

Past Partners

ANTHROPIC Google Cloud CITADEL

AVALANCHE

InterSystems®
Creative data technology

OpenAI

polygon

BlackRock

SingleStore™

INTUIT

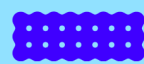


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Everlaw



pwc



ZEPPOS

Connect with our sponsorship team

Whatever your needs may be, we're here to help. We're here to help you as you make your mark at the world's largest collegiate hackathon. Just reach out, and we're always happy to chat with you!



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hackberkeley.org