

DISCOVER TECHNOLOGY HACKS



SEP 25
OCT 02
OCT 09



STUDENT EVENT



PRIZES



SNACKS 

**SPONSORSHIP
PACKAGE**



WHEN

Takes place over 3 days. 5 - 7 PM.

- Wednesday, September 25th
- Wednesday, October 2nd
- Wednesday, October 9th

WHERE

Hub350 - RBCx Finance Quarter
350 Legget Drive, Kanata, ON

HOW

Sponsor

Interested in sponsoring Discover Technata Hacks? Please reach out to Erin Moretto via email and reserve your sponsorship before opportunities are sold out. Contact us today to learn the benefits of sponsorship to your company and the community.

Kanata North Business Association

Canada's Largest Tech Park

Kanata North has emerged as a leader in both the Canadian and Global tech worlds. With over 500 member companies, primarily in the tech and business sectors, our mission is to be recognized as a world-class destination where people gather to live, work, play, learn and innovate.

With giants from Blackberry QNX, Nokia, MDA Space, and RBR, to homegrown success stories like Zendelity, Corfix, and BluWave-AI; all levels of innovation can thrive in Kanata North. Kanata offers a unique ecosystem, densely packed with R&D powerhouses, the highest tech talent concentration in all of North America, and an ever-growing community of connected thought leaders. The region recruits talent from all over the world, and is recognized internationally for contributions to the tech industry.

What is Hub350?

Hub350 is an ecosystem for members and partners to co-exist and collaborate in the heart of the Kanata North Technology Park. The Kanata North Business Association opened Hub350 in 2021 as a town hall for the members of Canada's largest tech park and partnering companies alike. Now with partnerships across the country and even spanning the western hemisphere, the ability for Hub350 to foster essential connections is unmatched. With partners in industry, academia, investment, 5G, community, media, and government, as well as access to the 500+ member companies of Kanata North, visitors can drive innovation in all directions.

What is Discover Technata Hacks?

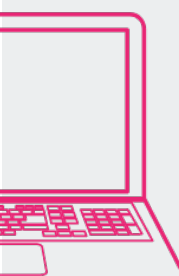
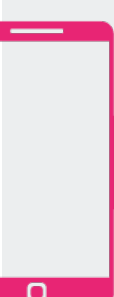
By 2025, Canada's digital economy expects demand for over 250,000 tech jobs. At least 55% of tech entrepreneurs already feel that they can't find the talent they need to grow. Answering this urgent call from the tech community, the KNBA is building an unbeatable talent pipeline by leveraging strong connections with industry and academia. Together, we can bridge the gap and ensure our next generation of tech talent is primed and prepared to answer the needs of today's digital world.

We are thrilled to host the 3rd Annual Discover Technata Hacks, together with Algonquin College, Carleton University, and the University of Ottawa. This hackathon aims to solve real-world problems by leveraging the power of 5G, AI, IoT, and other modern technologies.

Discover Technata Hacks will be hosted over a series of three evening events at Hub350 in Fall 2024, in the heart of the Canada's Largest Technology Park.



WHY SHOULD YOU SPONSOR?

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- 1 Get involved with the entire KNBA Community and foster relationships with new organizations through networking opportunities.
 - 2 Showcase your company by sharing new products and initiatives to an audience of post-secondary students and executives.
 - 3 Exposure to talent which may lead to internship or co-op position fulfillment. Excite students about a career with your company.
 - 4 Listen to students pitch creative solutions to proposed community problems and gain new insights into community-related issues through student ideas.
 - 5 Increase public awareness of your organization, achieved through social media marketing of the event, and general marketing exposure opportunities like logo placement and blog posts.



“Hackathon is not just for students. This is a huge source of innovation for us and that’s how we think about it.”

Graham Andrews

VP of Development, Core Platforms at Kinaxis



Sponsorship Packages

Presenting Sponsor

Cost: \$10,000

Number of Spots: 1

[Register Now](#)

Features:

- Contribute the “problem statement” to be solved by the hackers
- DT Hacks presented by “*your company name*” in partnership with Hub350, Algonquin College, Carleton University and the University of Ottawa
- Featured judge and three company mentors on site at each event
- Opening night presentation
- Premium logo spot in marketing materials pre and post-event
- Social media features and brand exposure
- Opportunity to place “swag” branded items into Swag Bag
- First right of refusal for 2025

Meal Sponsor

Cost: \$4,000 (or meals in-kind)

Number of Spots: 2

[Register Now](#)

Features:

- Featured judge and three company mentors on site at each event
- Brand exposure and social media features
- Chance to showcase new products
- Opportunity to place “swag” branded items into Swag Bag
- First right of refusal for 2025

Break Sponsor

Cost: \$2,000

Number of Spots: 3

[Register Now](#)

Features:

- Social media features and brand exposure
- Chance to showcase new products
- Opportunity to place “swag” branded items into Swag Bag
- First right of refusal for 2025

Prize Sponsor

Cost: 1st Place: \$2,000, 2nd Place: \$1,000, 3rd place: \$500

Number of Spots: 1 per place

[Register Now](#)

Features:

- Featured judge and three company mentors on site at each event
- Prize presented by "*your company name*"
- Social media features and brand exposure
- Chance to showcase new products
- Opportunity to place "swag" branded items into Swag Bag
- First right of refusal for 2025

Swag Bag Sponsor

Cost: \$3,500

Number of Spots: 1

[Register Now](#)

Features:

- Featured judge and three company mentors on site at each event
- Logo and/or company name on eco-friendly Swag Bags for participants
- Social media features and brand exposure
- Opportunity to place "swag" branded items into Swag Bag
- First right of refusal for 2025

After Party Sponsor - Food & Beverage

Cost: \$5,000

Number of Spots: 1

[Register Now](#)

Features:

- Featured judge and three company mentors on site at each event
- Keynote speaker at closing awards ceremony
- Social media features and brand exposure
- Chance to showcase new products
- Opportunity to place "swag" branded items into Swag Bag
- First right of refusal for 2025

Transportation Sponsor

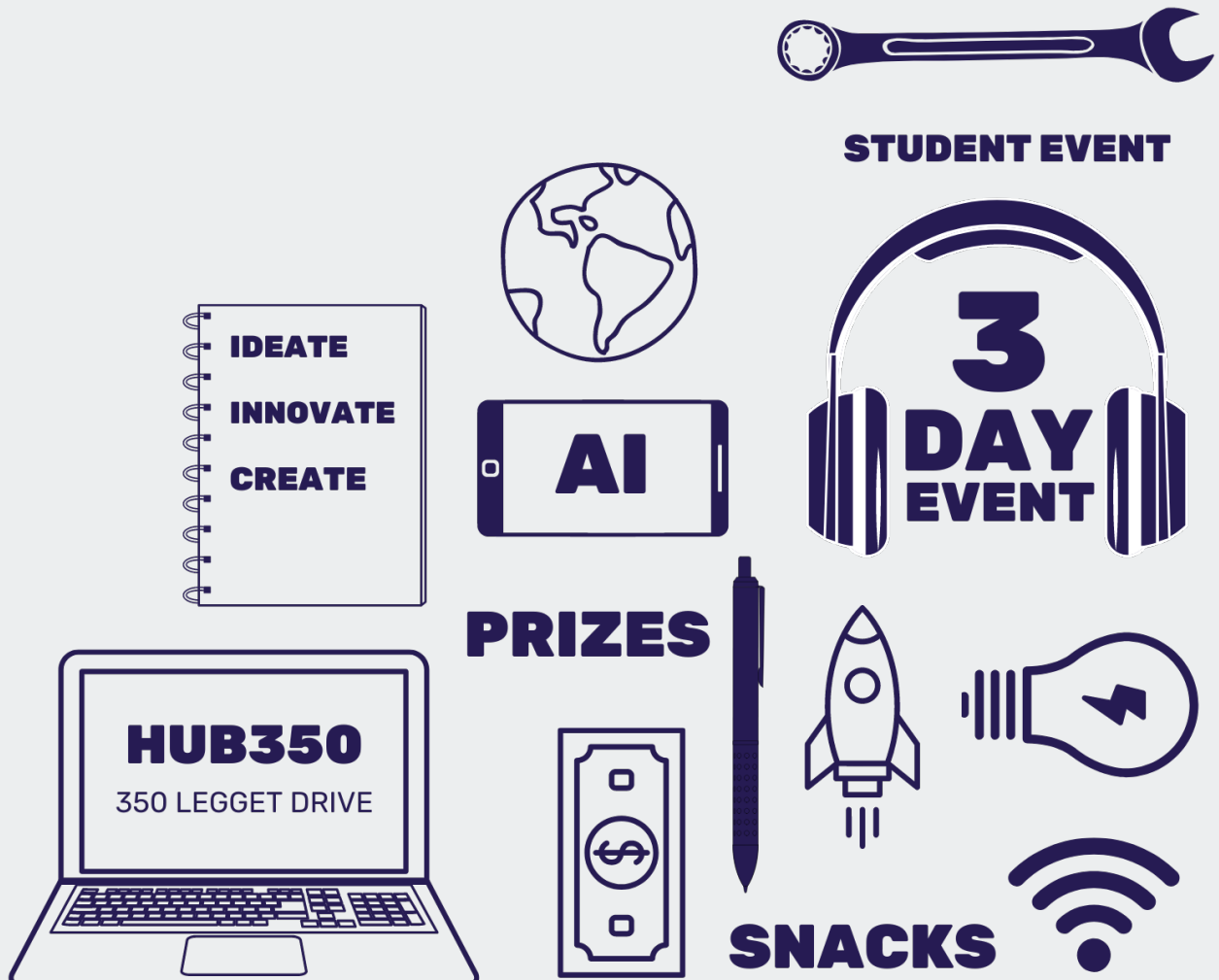
Cost: \$3,000

Number of Spots: 1

[Register Now](#)

Features:

- Featured judge and three company mentors on site at each event
- Social media features and brand exposure
- Chance to showcase new products
- Opportunity to place "swag" branded items into Swag Bag
- First right of refusal for 2025



For more information please email:
erin@kanatanorthba.ca