



BorderHacks

**COLLABORATION
OPPORTUNITIES**

2021



ABOUT BORDERHACKS

Windsor and Detroit have a long history of collaboration and strong partnerships. Last year, BorderHacks helped students contribute to that tradition by bringing together innovators from both sides of the border to compete in challenges and work together to solve problems.

This September, the team that brought you WinHacks 2021 is excited to continue that effort through the second iteration of the highly successful BorderHacks hackathon.

Focused on Health & Automobility, challenges will be taken on over the course of 36 hours. Students will have the opportunity to present their solutions to a panel of industry professionals, academic experts and their peers in an effort to win big cash prizes for their team.

OUR MISSION

BorderHacks is about cross-border solidarity, first and foremost. Our team is striving to connect students in Windsor and Detroit and encourage the development of forward thinking projects in the industries that thrive here.

SUCCESS IN 2020

A summary of last year's achievements

600

Participants

40+

Volunteers

60

Submissions

\$23,000

Given Away In Prizes

9

Challenges

Last year, BorderHacks helped to spark innovation in Windsor, Detroit and overseas with participants coming from all over the world to compete.



SUCCESS IN 2021

We're excited to build on the foundation laid down in 2020 and innovate on the virtual hackathon format again.

50%

More Participants

&

20%

More Submissions

Using the strategies that helped make WinHacks 2021 an unprecedented success, BorderHacks is looking forward to better engagement, stronger connections and more project follow-through.



KEY OPPORTUNITIES

- Breakout sessions allow for 1-on-1 connections
- Networking events encourage more engagement
- Digital swag introduces students to new products
- More projects submissions through more support
- Plans for better project follow-through

OPPORTUNITIES

BRANDING

	\$10,000	\$7,500	\$5,000	\$1,000
Your logo on our website	●	●	●	●
Shout-out on our social media	●	●	●	●
Distribute promo material in our discord server	●	●	●	●
Distribute digital swag to hackers	●	●	●	●
Dedicated virtual booth and voice channel	●	●		
Post a direct announcement to hackers	●			

CONTENT

Sponsor pre-event team formation	●	●	●	
Host a pre-event workshop or talk	●	●	●	
Host an event workshop, talk or demo	●	●		
Host an event breakout session exclusive to hackers	●			

CHALLENGES

Sponsor and name a single prize	●	●	●	
Submit a challenge and sponsor the associated prize	●	●		
Send mentors, judges or organization representatives	●			

RECRUITMENT

Send recruiters and distribute material or postings	●	●	●	
Host a branded networking session or mini event	●	●		
Host a private recruiting or interview breakout room	●			

Looking for the perfect combination of opportunities? Interested in learning more about collaborating with BorderHacks?

GET IN TOUCH: PARTNERSHIPS@BORDERHACKS.COM