

# REINVENT the WHEEL hackathon 20

POWERED BY  
**TORQATA**

IN PARTNERSHIP WITH  
**ATD** Google Cloud **Continental**

November 11-12, 2022

## Be a part of the innovation!

This November, **Torqata** is inviting the sharpest product and engineering minds to join our second annual **Reinvent the Wheel** Data Hackathon in partnership with **ATD**, **Google Cloud**, and **Continental**, where they will be challenged to solve a real-world problem that will help transform the automotive aftermarket and build a better world for future generations – all in 24 hours!

The Hackathon will take place at the state-of-the-art, newly modernized **ATD Headquarters** in Huntersville, NC and offer an enriching learning environment for talented participants to practice rigorous problem solving, work collaboratively in teams, and gain hands-on experience in creating the next-generation solutions for the automotive aftermarket.

If you're looking for an opportunity to do some networking and/or technical recruiting on behalf of your organization, the **Reinvent the Wheel Data Hackathon** provides the perfect setting for one-to-one conversations, brand exposure, and thought leadership with limited keynote and judging panel spaces available.

### Previous Hackathon Sponsors:



## Why be a sponsor?

### Brand Exposure

- Opportunity to promote your business while engaging with participants.
- Gain online exposure by being included in our social media content.
- Make industry connections with our other sponsors, resulting in possible future partnership opportunities.

### Recruitment & Networking

- Network with the future leaders of the tech industry chosen through a highly selective process
- First-hand access to our attendees' CV/resumes and contact details

### Previous Hackathon attendee breakdown

- 87 hackers from all over the country (UNC Chapel Hill, Georgia Tech, Stanford, USC...)
- 250 participants in the closing event (CEO of local companies, academics, politicians, etc.)

## Sponsorship Tiers & Pricing

Sponsorship Package	Silver \$5,000	Gold \$10,000	Platinum \$20,000
<b>Before the Event</b>			
Logo on event website	●	●	●
Reference in event brochure & other collateral	●	●	●
"Would you work for me" option in application	●	●	●
Invitation to the opening & closing ceremony	●	●	●
Access to participants' resume before the event		●	●
Arranged 1:1 sessions with participants		●	●
<b>During the Event</b>			
Sponsorship reference during opening & closing ceremony	●	●	●
Swag in swag bags	●	●	●
Logo on participants' t-shirt	●	●	●
Company booth during the event		●	●
Dedicated social media post		●	●
Sponsor a mini challenge during event		●	●
Sponsor & present prize		●	●
Interview in the hackathon video			●
Opening or closing ceremony keynote (3-5m)			●
Representation on judging panel			●
Logo on trophy			●
Constant reference in "Hackathon sponsored by..."			●
<b>After the Event</b>			
Access to participants' resume after the event	●	●	●
Group email to participants highlighting all sponsors	●	●	●
Group social media post highlighting all sponsors	●	●	●
Dedicated email to participants		●	●