

McHacks 13

Sponsorship Package

Jan 17-18, 2026

@ McGill University

Canada's Favourite Hackathon.

Dear potential sponsor,

Thank you for taking the time to consider joining us in building McHacks 13, the 13th edition of McGill's largest annual hackathon and Canada's go-to event for hacker projects.

This hackathon will unite 600+ ambitious students from across North America, transforming their big ideas into real-world applicable solutions in exactly 24 hours.

Here's how.

1. **Diversity:** We celebrate diversity in tech, and we're committed to bringing together hackers of all backgrounds and skill levels.
2. **Education:** Hackathons are one of the most efficient ways to teach hackers about new technologies and industries. We'll guide them with a blueprint to ideate and create lean, innovative projects.
3. **Impact:** Montreal is a leading hub in digital technology and artificial intelligence. We'll connect hackers with top industry players and our dedicated sponsors.

In 12 years, \$500,000+ from industry partners has propelled 6,000+ students to build impactful projects and with your support, we'll be ready to take McHacks 13 to the next level.

We've outlined our ready-made sponsor packages in this handbook or we can curate a custom package tailored to your needs.

See you soon!

The McHacks 13 Team
sponsorship@mchacks.ca



hack·a·thon

noun

1. An event where a group of participants (typically 2-4), referred to as hackers, come together to solve problems in the form of a presentable project. These problems can range from specific questions concerning the modern market to open ended prompts such as “sustainability and growth.” At the end of the event, hackers have the opportunity to present their projects and compete for prizes. Throughout a hackathon there are typically workshops, fun activities, and networking events for hackers:

“Our team used machine learning to create an awesome productivity program and learned so much at McHacks, McGill’s hackathon!”

“Check out these cool pictures from last years hackathon, McHacks 12!”



Our Team

Our current team is a powerhouse of hackathon expertise, having organized **twelve** highly successful hackathons across **three** renowned schools in the past five years. With over **1,000 hours** of collective experience, we bring a wealth of knowledge across a diverse range of backgrounds in arts, computer science, finance, engineering, and social sciences. This diversity is reflected in our hackers and sponsors, making us confident that your company, regardless of size or specialty, will find a place within our dynamic community.



Over a decade of hackathons

Since 2014, McHacks has welcomed 6,000+ students from across North America. With \$500,000+ from our corporate sponsors, McHacks has established itself as a sustainable, results-focused hackathon in Canada. With our record, we'll continue to support student projects for years to come.



Past Projects



SeeForMe: an app that guides people with visual disabilities in their environment (2025)



Foodbox: a platform built with Next.js dedicated to fighting foodwaste (2023)



Better.Me: an AI-powered mental health support journal using NLP emotion analytics (2022)

Previous Sponsors



What do you gain from McHacks?

Branding: Expose your brand to up-and-coming developers and top hackers in the tech community. McHacks historically welcomes students from University of Waterloo, UofT, NYU and other prominent North American institutions.

API Demos & Testing: Put your products and APIs to the test in the hands of hundreds of curious and innovative hackers. Challenge their limits and receive valuable first-hand feedback.

Recruitment: During McHacks, you'll have direct access to all of our student developers. You'll be able to meet with our first-class talent and fill your internships and new graduate positions.

McHacks isn't just an event for hackers, it's an event for you. Our team will work closely with you to ensure that all of your needs and wishes are met, and that the experience is worthwhile.



Yearly Statistics



80+
schools



94+
recruitment
offers



129
projects



1000+
applicants



600+
hackers



35%
female identifying
hackers

Sponsorship Tiers

byte

\$1000

kilo

\$2000

mega

\$5000

giga

\$8000

tera

\$10,000

general

Thanked at opening & closing	●	●	●	●	●
Stage time at opening ceremonies		1 min	2 min	3 min	6 min
Sponsor booth		6 ft.	6 ft.	12 ft.	12 ft.
Keynote Speaker					●

recruiting

Access to sponsorship dashboard & discord	●	●	●	●	●
Recruiter passes		1	2	4	∞
Access to digital hacker resumes			Post	Pre	Pre
Speed networking sessions			Limited	●	●
Custom email to hackers				●	●
Post event interviews					●

engineering

List API directories on Discord and website	●	●	●	●	●
Seats on judging panel	●	●	●	●	●
Engineer and design passes		●	●	●	●
Host a workshop before or during the event			30 min	45 min	60 min
Custom challenge and prize				●	●
Judge finalists on stage				●	●

marketing

Logo on website	XS	S	M	L	XL
Distribute your swag at booths		●	●	●	●
Social media promotion		1	1	2	3
Logo on T-Shirt			●	●	●
Custom Swag in hacker bags			●	●	●
Fireside Chat				●	●
Logo on choice of McHacks swag					●
Your banner(s) in hacker space					●

Flexible Sponsorship Options

Not sure where to start or looking for something else beyond our standard sponsorship packages? We offer customizable add-ons and alternate sponsorship options to help you meet your goals. Let's build something that works for you!

- Additional 30 minutes to an existing workshop or separate workshop (\$1,000)
- Social media post of choice (\$200)
- Sponsor a custom challenge and prize (\$1,000)
- Sponsor a bus (\$5,000)
- Sponsor a meal (\$4,000)
- Sponsor a snack (\$2,000)





Let's work together.



mchacks.ca



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