The 2013 Hacker Tour is a 10-week national bus tour designed to connect fast growing startups and tech companies to top computer science and engineering students across the country. After the success of Hacker Tour 2012, we're excited to make the 2013 Hacker Tour even bigger and better than last year.

What happens on the Tour?

Career Fairs – We are going to attend dozens of career fairs at top engineering universities across the country, showcasing Hacker Tour Sponsor job opportunities, videos, and swag. Thousands of students will create profiles that you can search and connect with through Readyforce.

Press Coverage - We will connect with local, regional, and national news outlets to receive high-profile coverage of the Tour and Sponsors along the way.

Coding Challenges – We will generate buzz on campus by offering cash prizes to students who compete in coding challenges, drawing in the sharpest, most driven students for you to search and choose to invite into your recruiting process.

Speaker Series – We will plan, market, and execute live speaker events with sponsors' CEO/CTO, giving your company the chance to speak directly with students.

Readyforce's Innovate Weekend - To wrap up the Tour, the winners from the top student-run hackathons across the country will come to San Francisco for a weekend to tour companies, meet with founders and VCs, and gain a first-hand look into the startup world. These students are the creme of the crop, having won hackathons such as MHacks, LA Hacks, Stanford's Big Hack, and HackPSU.

Why should you become a sponsor?

While one company may have a tough time building brand visibility on campus, Hacker Tour 2013 aggregates the brands of the hottest startup and tech companies to draw in the best students.

Talent Pipeline - The 2013 Hacker Tour will help you create a talent pipeline of the best engineering students from top universities.

Brand Visibility - Your company's logo will be prominently featured on the Hacker Tour bus, swag, career fair materials, and within Readyforce.

No Hassle - By partnering with the Hacker Tour, you will reach thousands of students without the high cost and hundreds of hours of doing it on your own.

Campus Recruiting On Your Own vs. Hacker Tour 2013

Campus recruiting on your own:

Campus Recruiting	Cost
Career fair registration	$600
Coordinate and purchase flight, rental car, hotel	$700
Design, order, ship career fair booth material and company swag	$900
TOTAL PER SCHOOL	$2,200
TOTAL FOR 35 SCHOOLS + TIME	$100,000+

✖ Compete with Google and Facebook
✖ Often limited to your local area

Campus Recruiting on Hacker Tour 2013:

✔ Sponsorship gives you access to the 35 top engineering schools
✔ Reach thousands of students
✔ No flights or hotels
✔ Geography is no longer an obstacle
✔ Your brand receives top media coverage

Contact us

To register, visit **www.hackertour2013.com** or contact:
Molly Turner, Marketing Program Manager, at **molly@readyforce.com** or **415-275-0784.**

Hacker Tour 2013: Sponsorship Opportunities

Tier	Startup Special*	Silver	Gold	Platinum
Sponsorship Amount	**$3,000**	**$6,000**	**$10,000**	**$25,000**
Advertising and Branding				
Logo on Hacker Tour homepage	✔	✔	✔	✔
Logo at career fair	✔	✔	✔	✔
Logo on Hacker Tour t-shirt	✔	✔	✔	✔
Logo on Hacker Tour bus	✔	✔	✔	✔
Company description on website		✔	✔	✔
1-2 press mentions		✔	✔	✔
Company feature on Readyforce blog			✔	✔
"Special thanks to (your company), our lead sponsor" on Hacker Tour pages				✔
Prominent logo placement on bus, career fair booths, and swag.				✔
Profile consultation--we'll send photographers to highlight your brand on Readyforce				✔
Recruiting				
Promoted within company list during Hacker Tour with HT13 icon	✔	✔	✔	✔
Readyforce student access during Hacker Tour 2013 (9/1/13-12/1/13)**	up to 25 connections/month	up to 50 connections/month	up to 100 connections/month	Unlimited connections/month
1 tour event (career fair presence or webcast)		✔	✔	✔
2 events (tech talk, career fair presence, or webcast)			✔	✔
Featured job at career fair			✔	✔
Company talk and tour over Innovate Weekend			✔	✔
Invite-only dinner over Innovate Weekend			✔	✔
Keynote at Innovate Weekend kick-off				✔
Swag				
Can send company swag to be distributed	✔	✔	✔	✔
Included on Hacker Tour swag		✔	✔	✔

*The Startup Special is only available to eligible companies with less than 10 employees.
**All sponsors will have unlimited access to browse and search student profiles. However, a company's sponsorship tier will determine the number of connections per month through Readyforce. A connection is defined as when a company and student mutually accept a connection request. Companies may purchase an additional 25 connections/month for $100.

Questions about other sponsorship opportunities? Contact Molly Turner, Marketing Program Manager, at molly@readyforce.com or (415) 275-0784.

Tentative Tour Schedule

University of Illinois	09.09.13	University of Colorado, Boulder	10.02.13
Georgia Institute of Technology	09.10.13	University of Southern California	10.09.13
Texas A&M University	09.11.13	Princeton	10.11.13
University of North Carolina Chapel Hill	09.12.13	UC Santa Barbara	10.15.13
University of Pennsylvania	09.12.13	UC San Diego	10.16.13
Virginia Tech	09.17.13	UC Irvine	10.17.13
Purdue	09.17.13	UCLA	10.22.13
UT Austin	09.18.13	University of Washington	10.23.13
Cornell	09.18.13	Columbia	10.25.13
Ohio State	09.18.13	UC Davis	TBD
University of Virginia	09.19.13	Rutgers University	TBD
Penn State	09.19.13	Carnegie Mellon	TBD
MIT	09.20.13	Harvard	TBD
Iowa State	09.24.13	Yale	TBD
University of Wisconsin	09.25.13	Northwestern	TBD
UC Berkeley	09.25.13	Duke	TBD
University of Michigan	10.01.13	Rice University	TBD
NC State	10.02.13	Harvey Mudd	TBD

FAQs

How'd you select the schools?
We selected 35 schools based on program ranking, quantity of engineering students, and geography. See the tentative Tour Schedule to view the schools.

How much does it cost?
There are three sponsorship levels ranging from $6,000-$25,000. Additionally, there is a small Startup Special for $3,000. Details can be found in the Sponsorship section.

How do I know Readyforce will get me the best students?
We have surveyed and conducted in-depth interviews with current engineering students and grads to understand their job search. The reality is that the best students have options, and their goal is to save time on applications and find the companies that best meet their interests. Readyforce gives them a way to connect with great companies with just one profile, and they can search based on their criteria. Plus, our unique Hacker Tour program leverages the power of hot startup brands to attract students and expose them to the career possibilities at your company.

Who will be on the Tour?
Our Readyforce Hacker Tour team will staff the career fairs and special events. The team registers for the recruiting events, conducts on-campus marketing to get students to the table, educates students on what it means to work for a startup or tech company, and provides great interactive content about your job opportunities as showcased through your company profile.

What happens if we are already going to a school on your list?
We love seeing Tour Sponsors on the road at different schools and we've had great experiences partnering with our sponsors at these events to ensure we're directing traffic to each other. We'll cover details of the specifics in our pre-tour logistics call.

Do I get to attend the events?
Silver sponsors are eligible to participate in at least one career fair event, while Gold and Platinum sponsors are eligible to participate in a webcast or tech talk, in addition to one career fair. Ideally, your CEO/CTO or Head of Engineering would participate, and we would coordinate around his/her schedule and pair you with no more than 2 other companies per event to give you ample time to sell your opportunity and speak directly to students on campus. While companies are welcome to send their own representatives to any of the scheduled special events, Readyforce will not be responsible for the cost of travel or lodging for company representatives.

Do I get to search candidates or are you going to choose which companies get to see which students?
You get to search all candidates that create profiles and contact the ones that best fit your opportunity. Your team members know best what you are looking for in a candidate, and additional information regarding the limit of connections made through Readyforce can be found in the Sponsorship details section.

Who can I talk to if I have questions?
Contact Molly Turner via email at molly@readyforce.com, or via phone at (415) 275-0784 for questions or more information.