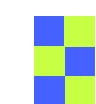
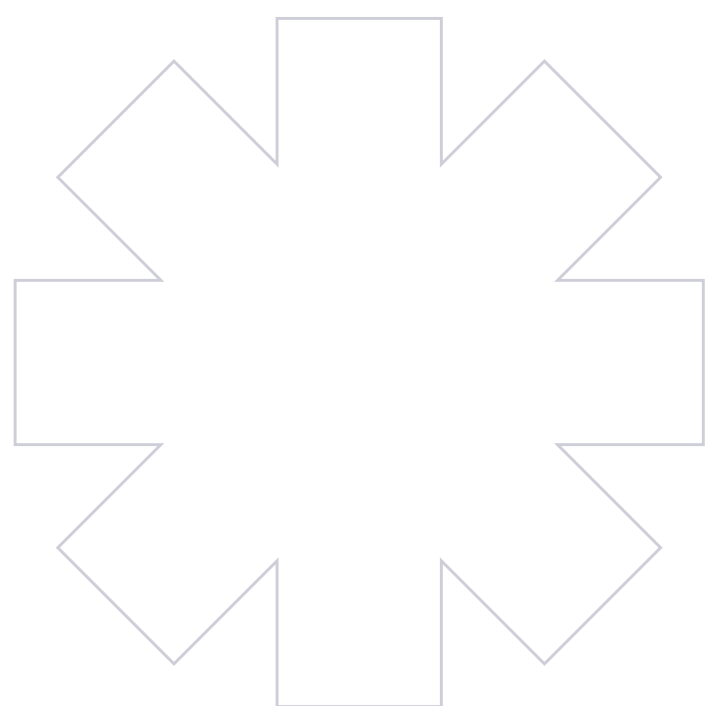




SOON Hackathon
Sponsorship Package



out of



Creating Something *Nothing*

But at a mansion.

Canada's Most Memorable Hackathon.

50 hackers, 36 hours, 1 private mansion.

Location: Near Toronto (TBD)

Dates: October 23-25, 2026

A hackathon is a high-energy building event where builders, engineers, and designers form teams and create working software projects within a few days.

At **SOON**, this will be a weekend where top builders live together, build together, and solve real company problems.

What is **SOON**?

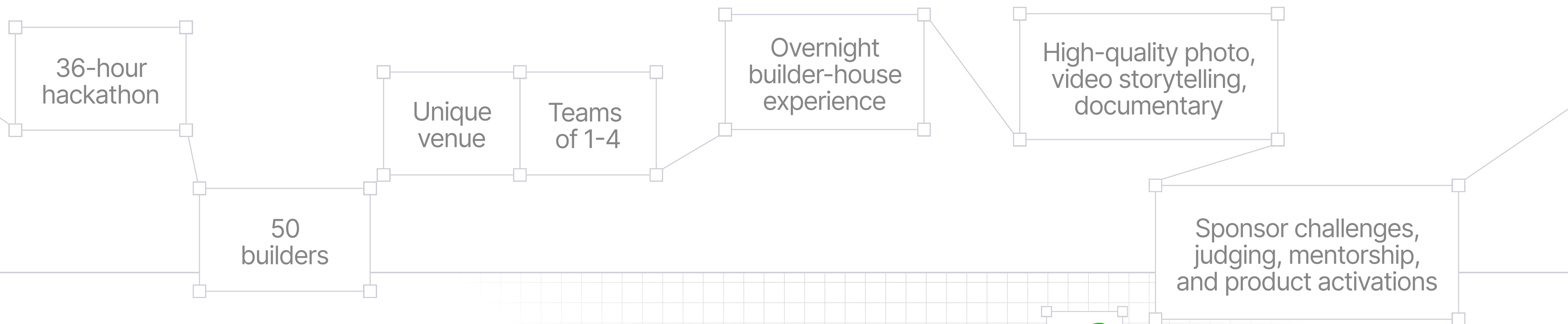
SOON gives sponsors direct access to 50 talented builders in a unique private-house setting, where companies can recruit talent, test products, build brand image, and turn real problems into working projects.



“With SOON, I want to create the most memorable hackathon experience ever: a space where hackers can bond organically, build real projects, and show their best abilities. We help companies bring their products to market, strengthen their branding, improve their products, and connect with some of the most talented builders in Canada.”

– Jack Le (Founder of SOON)

Format



Key metrics

(From our previous iteration)

Sponsorship Impact

17

projects submitted

2

project ideas implemented into a real company's codebase

10

projects integrated all 7 of our sponsors' APIs/platforms

Social Media Coverage

300,000+

social media views

2,000+

photos and videos captured, including 1500+ images and 500+ videos

Talent Distribution

250

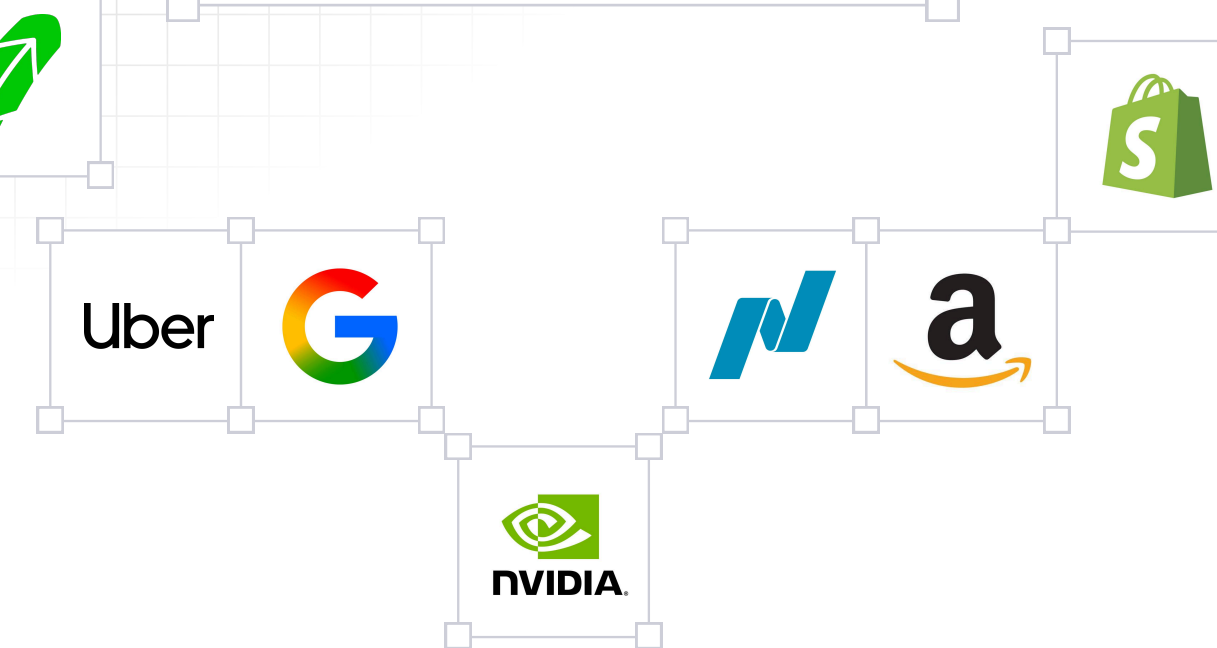
applications for 50 confirmed hacker spots

70%

of applicants had prior internship experience

37:8

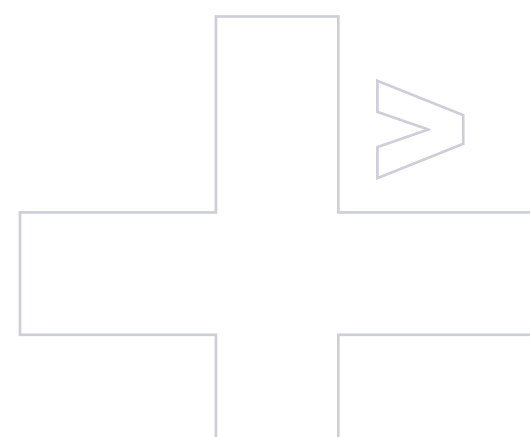
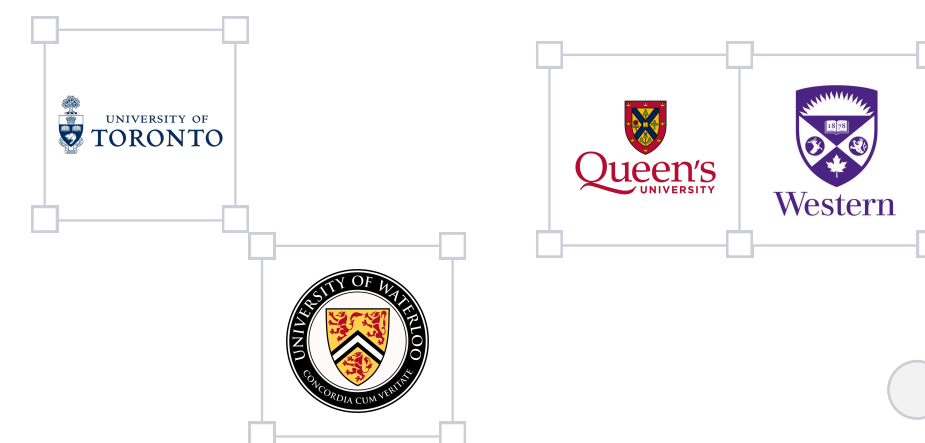
male and female hackers



Hackers and judges have worked at leading companies, including:

Amazon, AMD, AWS, Capital One, Cohere, IBM, Nasdaq, Robinhood, Roblox, Shopify, Uber, Wealthsimple

Our students come from top schools, including the University of Toronto, the University of Waterloo, and Queen's University



Why sponsor **SOON**?

Students are looking for more than another sponsor booth or brief conversation in passing. SOON offers the opportunity for sponsors to become part of the team and form real connections.

Direct access to curated talent

Meet a small group of talented builders drawn from top companies and schools.

Real product output

Hackers can build around your API, dataset, platform, or company challenge.

High-touch recruiting

Sponsors can mentor, judge, host coffee chats, review projects, and connect with hackers directly.

Content and storytelling

SOON produces strong photo and video content before, during, and after the event.

Founder-style environment

Sponsors meet builders in a relaxed, personal, and high-energy weekend setting.

Stronger brand memory

Your company becomes part of a unique private-house hackathon story, not just another sponsor table.



Who *attends*?

Selection criteria

Technical ability, project history, internship or build experience, hackathon experience, creativity, founder mindset, teamwork, and interest in building real products.

* **50** selected hackers

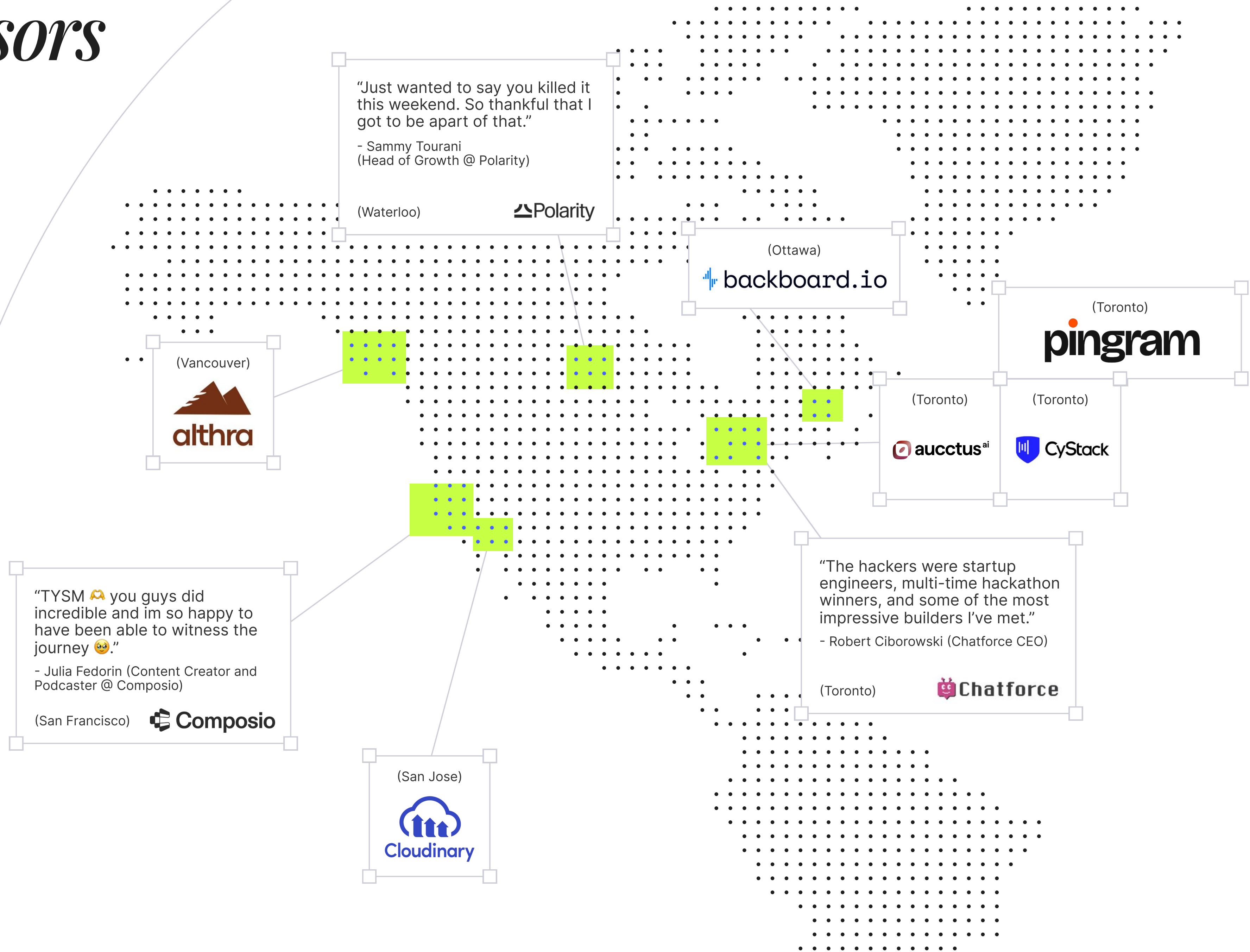
* **400+** applicants

* **15-20** teams

* **5-10** judges

Our past *sponsors*

Where will you
take us next?



Sponsor *pathways*

Talent, Hiring, and Founder Access

For companies that want direct access to high-quality young builders. Sponsors can meet selected hackers, review hacker profiles, host private coffee chats, mentor teams, judge final projects, and make meaningful connections.



Branding, Developer Relations, and Go-to-Market

For companies that want hackers to know, use, and give feedback on their product. Sponsors can put their product, API, platform, or community in front of builders through demos and branded tracks.



Solutions, Challenge, and Prototype Building

For companies that want hackers to build around a real company problem. Sponsors can bring a problem statement, theme, dataset, workflow, or internal challenge for hackers to solve during the weekend.





Tier *details*

Soon **\$1,000**

Best for basic visibility, community presence, and light access to builders.



Sooner **\$2,500**

Best for active engagement, sponsor challenges, recruiting, product usage, and stronger event presence



Imminent **\$5,000**

Best for premium access, private rooms, featured content, deep talent access, and stronger product or challenge outcomes.



Custom

Best for sponsors with specific goals who want full flexibility. Tailor a package around what matters most to you.



Tier details: *hiring*

Benefit	Soon \$1,000	Sooner \$2,500	Imminent \$5,000
Hacker Access	Hacker profiles + resumes <u>after</u> the event	Hacker profiles + resumes <u>before</u> event	Access to <u>all</u> hacker profiles + resumes + ability to <u>select hackers</u>
Event Access	Booth/setup + free networking sessions	<u>Separate sponsor room</u> + free networking sessions	<u>Premium sponsor room</u> + extra storage space + <u>private</u> networking sessions
Judging/ Mentorship	1 seat	2 seats	Up to 3 seats
Post-event Deliverable	Hacker profile and projects summary	Recruiting report of <u>top talents</u>	Talent report + recommended <u>follow-up list</u>
Coffee Chats		Coffee chats at pre-selected locations	<u>Private</u> coffee chat / meeting room <u>at location of choice</u>
Workshop /Demo	15-minute product demo	<u>30-minute</u> product demo + <u>technical workshop</u>	Up to <u>2-hour</u> product demo + technical workshop + <u>opening keynote</u>

Tier details: *branding*

	Soon \$1,000	Sooner \$2,500	Imminent \$5,000
Benefit			
Visibility	Logo on website and indoor display at venue	<u>Featured logo placement</u> and custom activities + <u>sponsor table</u>	Sponsor table + <u>priority logo placement</u> indoor and outdoor + co-branded activities
Social Media	Sponsor mention + private story	Sponsor spotlight + <u>dedicated social post</u>	<u>Co-branded campaign /</u> priority social coverage
Content & Media	Recap mention + highlights	<u>Featured</u> in event recap + photo/video content	<u>Dedicated</u> documentary/content featured section
Brand Placement	Standard placement	Medium priority	<u>Highest priority</u> across website, deck, venue, and recap
Product /API Access	Product/API shared with hackers	Product/API shared + <u>setup support</u>	Product/API <u>featured as core build option</u>
Workshop /Demo	15-minute product demo	<u>30-minute</u> product demo + <u>technical workshop</u>	Up to <u>2-hour</u> product demo + technical workshop + <u>opening keynote</u>

Tier details: *solutions*

	Soon \$1,000	Sooner \$2,500	Imminent \$5,000
Benefit			
Challenge	Mini-challenge or custom prize	<u>Featured</u> sponsor challenge	<u>Main track</u> / flagship company challenge
Judging Criteria	Basic judging input	<u>Sponsor-defined</u> judging criteria	<u>Custom judging rubric</u> with sponsor priorities
Project Access	Access to submitted projects	Access to submissions <u>+ code</u> where permitted	Submissions <u>+ code/IP review</u> where applicable
Solutions Recap	Basic solutions summary	<u>Full</u> solutions documents + <u>feedback report</u>	<u>Detailed</u> solutions documents + feedback report + <u>further integration plans</u>
Follow-up		Follow-up with selected teams	<u>Continuation conversation</u> + <u>integration</u> with top teams
Workshop /Demo	15-minute product demo	<u>30-minute</u> product demo + <u>technical workshop</u>	Up to <u>2-hour</u> product demo + technical workshop + <u>opening keynote</u>

What funding *supports*

Sponsor funding helps cover the private house and venue, food and drinks, transportation, prizes, hardware and supplies, website and portal development, photo and video production, insurance, safety, and operations, the hacker experience, and post-event content and reporting.

Why SOON is *different*

Most hackathons optimize for scale. SOON optimizes for closeness, creativity, and intensity. Last time, our sponsors reported forming closer relationships with hackers, gaining insights, making connections, and receiving high-quality projects.



Contact: Jack Le

Interested in sponsoring *SOON*?

We are happy to build a custom package based on your goals - whether that is recruiting, product adoption, brand awareness, developer relations, or community building.

Let's build something out of nothing.

Email

uoft.soon@gmail.com

Website

<https://soonhackathon.ca/>

LinkedIn

<https://www.linkedin.com/company/uoft-soon>

Instagram

<https://www.instagram.com/soon.hackathon>

Jack Le (Founder of SOON)

Email

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LinkedIn

<https://www.linkedin.com/in/huu-an-duc-le/>

Phone Number

416-617-3686

