



hackathon (also known as a hack day, hackfest or codefest) is an event in which computer programmers, and others involved in software development and hardware development, including graphic designers, interface designers and project managers, collaborate intensively on software projects.

—Wikipedia

"Civic Hackathon" Project

January 15-17, 2016 • East LA College - South Gate Campus

Support Southeast Cities Hackathon!

Support more than a hundred computer programmers gathering in South Gate on the weekend of January 15-17, 2016, competing for thousands of dollars in prizes and creating technology solutions to some of the toughest problems residents of the Southeast Cities face every day.

ORGANIZERS AND PARTNERS: The Southern California Latino Policy Center, Sabio, East LA College, The Cities of Cudahy, South Gate and Huntington Park

LATEST SPONSORS: AT&T and California Resources Corp.

WeHack Challenges

Programmers will focus on the challenges residents of this region face including:

- Long workday commutes
- Heavy local traffic
- Finding affordable child care
- Lack of healthy food options
- Health and fitness
- City government transparency and accountability

Sponsorships

This event offers an excellent opportunity to leverage corporate sponsorships. Sponsors will be affiliated with an effort to generate technology jobs and opportunities in under-served communities. Sponsors will also be positioned to support efforts to bridge the "digital divide" – a topic that is gaining considerable attention statewide and nationally.

EVENT DETAILS

- **WeHack/Southeast Cities** launches Friday at 6:30pm with a short event.
- The Hackathon continues through the weekend with nightly breaks from midnight until 7am.
- Special VIP reception Friday night.
- Cash awards will be offered to Hackathon Teams coming up with winning software and app solutions.
- \$3,000 First Prize and \$1,500 Second Prize will be awarded, including special sponsored challenges.
- Free food and drinks for all participants.
- The winning software applications will become available to all Southeast Cities residents for free.

In addition, sponsors will be associated with a landmark event generating considerable interest via video and social media strategies, and is expected to generate considerable news media coverage.

☐ Platinum Sponsorship – \$10,000

- Primary placement on all materials and outreach
- Speaker and presentation opportunities during the event
- Event media outreach opportunities
- Regular interviews on Livestream coverage conducted during entire event
- Event booth for distribution of collateral

☐ Silver – \$5,000

- Prominent placement on all materials and outreach
- Speaker and presentation opportunities during the event
- Regular interviews on Livestream coverage
- Event booth

☐ Gold – \$2,500

- Prominent placement on all materials and outreach
- Event booth

☐ Bronze – \$1,000

- Prominent placement on all materials and outreach

In addition, we're featuring **Special Sponsor Challenges**. Programmers will compete for additional prizes for technology solutions aimed at special targets such as water conservation and financial literacy.

Contact

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