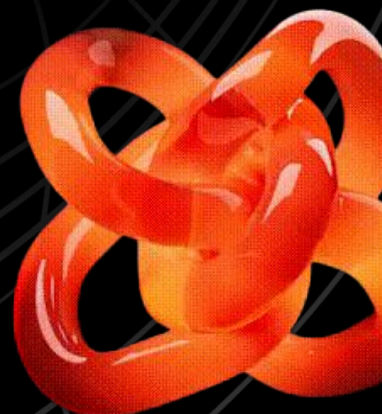
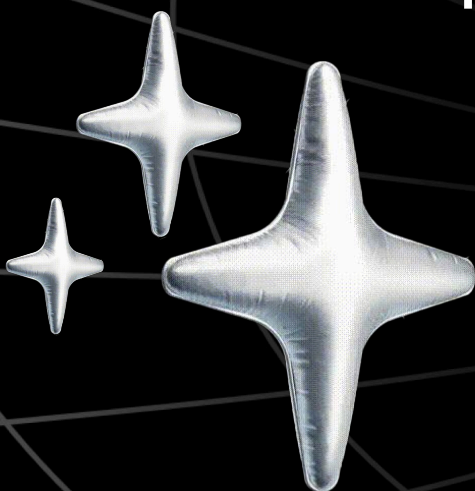


OpenHack

8 - 9 November 2025 @ UNSTPB Bucharest

Sponsorship Deck



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OVERVIEW



OpenHack is a 24h in-person hackathon at the Polytechnic University of Bucharest where students in tech, design, and engineering team up to create impactful solutions.

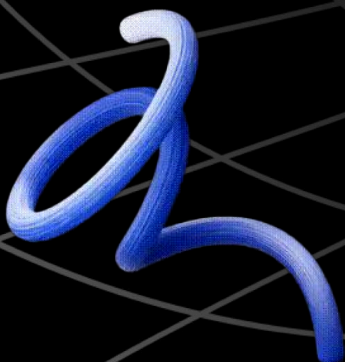
 **8 - 9 November 2025**

 **Polytechnic University of Bucharest**

 **50–100 top students**

 **Team-based, 24 hours, in-person**

★ ***The Sunrise Ritual***, an outdoor celebration after a night of creation, with music, partner activations, and unforgettable moments.

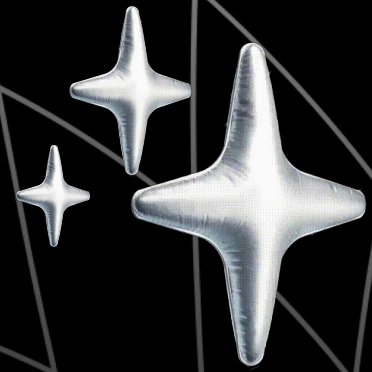


LOCATION

The event will take place at the University of Polytechnic University's Central Library



AUDIENCE & PARTICIPANTS



Our participants are a mix of tech-savvy, creative, and driven students from the Polytechnic University of Bucharest and other top universities.

PROFILE:

- 50–100 students in technology, design, and engineering fields
- Passionate about innovation, problem-solving, and teamwork
- Skilled in software development, UI/UX design, and hardware prototyping

WHY THEY MATTER:

- Represent a valuable future workforce in tech, design, and engineering
- Have high purchasing power as young professionals-to-be
- Actively influence peers' buying decisions through recommendations
- Share experiences online, generating authentic word-of-mouth promotion
- Can become long-term loyal customers for brands they connect with early



THE SUNRISE RITUAL

The Sunrise Ritual is our pause button: a chance for teams to breathe fresh air, connect with one another, and find energy for the final hours.



What happens:

- Right after a night of intense coding, teams step outside to welcome the sunrise together.
- We bring music, a relaxed atmosphere, and products from our partners.
- It's a pause in the competition where everyone reconnects, recharges, and captures a moment they'll remember long after the hackathon ends.

Why it matters for you:

- Most photographed, shared moment of the event.
- Positive emotions tied to your brand.
- Unique activation opportunity: drinks, snacks, or experiences.

WHY SPONSOR



1. Reach a highly targeted audience

50–100 of the most motivated tech, design, and engineering students in Bucharest.

2. Position your brand as an innovation partner

Be seen as a supporter of creativity, problem-solving, and the next generation of professionals.

3. Engage directly with participants

Through activations, product sampling, workshops, or challenges tied to your brand.



4. Extend your brand visibility

Before, during, and after the event through our social media, website, and media coverage.

5. Build long-term connections

Early engagement fosters loyalty and influence among young professionals who are starting their careers.



WHAT WE OFFER SPONSORS

On-site Visibility

- Display of promotional materials (roll-ups, banners, stands) in key areas of the venue.
- Company logo on screens, printed materials, and event décor.

Official Mentions

- Brand mention during the event's opening and closing.
- Verbal promotion before key moments (The Sunrise Ritual, awards ceremony).

Direct Participant Engagement

- Product giveaways or samples for participants.
- Opportunity for teams to test your products.
- Interactive brand activations in relaxation and networking areas.

Media & Digital Exposure

- Logo and mentions on social media, official website, and newsletters.
- Photos and videos featuring your brand, shared online.

Custom Partnerships

- Brand integration into workshops, challenges, or mentorship sessions.
- Opportunity to sponsor special moments (coffee breaks, meals, contests).



SPONSORSHIP OPPORTUNITIES



We offer a variety of ways for brands to get involved and create memorable experiences for participants. You can mix and match options to best fit your goals and budget.

Financial Support

- Fund logistics, prizes, or participant experience.

Product Sponsorship

- Snacks, meals, drinks, comfort items, or tech gear.

Brand Activations

- Booths or interactive stands
- The Sunrise Ritual — signature outdoor moment for unique brand exposure.

Prizes & Vouchers

- For winners or special categories
- Discount codes for participants.

Mentorship & Workshops

- Provide expert mentors
- Host talks or mini-workshops.

All options include event branding, social media exposure, and direct engagement with top students. Custom sponsorships available. We can adapt to your goals and budget.





Let's build something memorable together. Contact us!

Cătălin Soare - Organizer

 +40 723 010 405

 catalinsoare369@outlook.com

Next Steps

1. Send us your interest & preferred involvement (cash, products, activation, prizes).
2. We'll propose a tailored package within 48 hours.
3. Short call to lock logistics and timeline.

