

ALPHA KAPPA PSI

CATAPULT

STARTUP HACKATHON

FEB 2019

Sponsorship Packet



WHO WE ARE



For the last 54 years, our Chapter has worked to build and strengthen Georgia Tech's business community through numerous events, workshops, and conferences. Today we continue that mission.



We are the business powerhouse of Georgia Tech. We work to bring together Tech's highest achieving business-minded students to foster a community of growth and success. With over 80 members spanning all majors, disciplines, and cultures at Tech, Alpha Kappa Psi consistently ranks among the highest achieving organizations in academics,

career opportunities, and campus involvement. Boasting one of the top 5 average GPAs of organizations on campus for the past 10 years and alumni working at America's top firms such as Goldman Sachs, Deloitte, Accenture, Google, and Amazon, Alpha Kappa Psi serves as Atlanta's hearth of student success and professional leadership.

Most Represented Majors

- Industrial Engineering
- Computer Science
- Business Administration
- Mechanical Engineering
- Biomedical Engineering

Awards

- 2018 Five Star Organization
- 2017 Organization of the Year
- 2017 Five Star Organization
- 2016 Best Philanthropy Event
- 2016 Five Star Organization
- 2015 Best Joint Event



CATAPULT

MISSION

Our goal is to expose students in the ATL community to the core tenets of a startup mindset: striving for change and not being afraid to fail. Catapult will provide students the resources necessary to explore the world with an entrepreneurial lens—identifying pain points, learning how to address them, and building a business around the solution.



EVENT GOAL

We want to emphasize that the entrepreneurial mindset can benefit anyone by making Catapult accessible and worthwhile for students from a wide range of majors. As a result, the event rewards those who do extensive research, gauge and understand their audience, and create an idea worth selling rather than building a prototype/solution.



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EVENT FLOW

DAY 1: LEARN

GUEST SPEAKERS (3)

TEAM FORMATION & DINNER

DAY 2: EXPLORE

WORKSHOPS (6) & EXPLORATION

B2B AND B2C DISCOVERY

DAY 3: SHOWCASE

DISCOVERY CONTINUES

EXPO & AWARDS

To learn more about Catapult's logistics, please contact us at vp3@gtakpsi.com. We would be more than happy to answer any questions!

ADDITIONAL EVENTS

GEORGIA TECH BUSINESS FORUM

Oct 20, 2018

Heading into its 4th year of connecting students with Atlanta's most elite business leaders, GTBF is a speaker event centered around fostering professional growth. The workshop format teaches students tangible business skills to springboard their careers. Averaging 120 students, the event consists of a keynote speaker, breakout workshops, and a networking session.



CASE COMPETITION

Oct/Nov 2018

As the largest case competition on campus, having been held for 7 years now, this event garners an average of 50 students. Boasting judges from Fortune 500 firms around Atlanta, it consists of an initial mentorship round and a final pitch competition. Student teams get an opportunity to build meaningful relationships and find mentors.



PAST SPONSORS



SPONSORSHIP PACKAGES

	Promote (\$500)	Interact (\$750)	Engage (\$1999)
Sponsor Limit	-	-	6
Recruiting			
Tabling (3 reps)		X	X
Event Resumes		X	X
Student Engagement			
Workshop/Speaking Opportunity			X
Company Named Event Lounge			X
Recognition & Marketing			
Distribute Swag	X	X	X
Logo on Website	X	X	X
Logo on Event Email List	X	X	X
Logo on Marketing Materials (banner, flyers, etc)	X	X	X
Sponsor Logo on Welcome Banner		X	X
Social Media Shoutout			X
Logo on T-Shirt			X

Custom Packages are also available. Please reach out if interested! We're more than happy to work with you.

A LA CARTE

- \$100 Logo on Website
- \$150 Event Email List
- \$150 On-Site Representative (no table)
- \$300 Logo on Marketing Materials
- \$300 Tabling & Swag Distribution (2 reps)
- \$300 AKPsi & Event Resume Book

Please feel free to contact us with questions or custom packages!
Payments can be accepted via Venmo, Paypal, or Check

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