

Make or Break.

SPONSOR PROSPECTUS

2018





Dear potential sponsor,

Make or Break will host its 5th edition in April 2018 in the heart of Porto.

Make or Break is the largest tech community event in the city. It consists of a hackathon, a demo fair, a series of workshops, programming contests, and other activities.

Last year was a huge success! Over 200 people participated in the event, by competing in the hackathon or attending satellite events.

We want to keep making Make or Break an experience to remember, and would love for you to be a part of it.

What makes Make or Break different?

Make or Break is truly a grassroots community event. It is made in the city, by the city and for the city. Make or Break was born from the mind of a few people and their need to give back to city and promote technology.

Although dependent on the generous sponsorship of our partners, it isn't beholden to any company or institution maintaining its independence as a non-profit event. This keeps its values aligned with those of the community, instead of commercial or branding interests.

Porto has a very strong tech scene, powered by multiple renowned higher education institutions, along with a fantastic quality of life that grounds the community. This prevents brain drain and contributes to an unusually high talent density.

Make or Break's mandate is to serve this community. As the largest tech event in the north of the country, it's uniquely positioned to bring together the best and the brightest minds in tech.

Community



[FACEBOOK](#)

1549 likes



[TWITTER](#)

206 followers



[SLACK](#)

247 members

Why sponsor?

As the largest tech event in the north of the country, Make or Break will attract not only the best and brightest students and professionals from the north of Portugal but the top students and professionals from around the country as well. Sponsorship lets companies and organizations interact directly with this talent pool via mentorship, tech talks, workshops, freebies and swag, and more.

Working together towards the success of our 5th hackathon also enables us to plan for bigger, better and more diverse events in the years to come. Companies who continue to work with us get to influence an increasingly bigger pool of talent. We're also arranging press coverage for the event, making sponsorship a great way to increase your company's presence.

Corporate social responsibility

We strongly believe that it is the duty of successful organizations to contribute to worthwhile causes. We hope you share this belief with us. As a catalyst of the tech scene in Porto and the north of Portugal, Make or Break is the perfect opportunity for companies to not only invest in their own future, but also to help make the world a better place.

Community support

Make or Break is a non-profit event. It relies on sponsorships to operate and keep filling an important gap in the tech scene. We'd like to encourage you to think about how much the community benefited you, and to give something back so we can keep growing it, together.

Thought leadership

Associating yourself with Make or Break is a sure way of establishing yourself as a thought leader in your industry. Make or Break is an event for hackers of all kinds — people who aren't attracted to companies that are perceived to be doing things The Old Way. Promote yourself as a hacker-friendly organization and access 300+ people instantly.

Access to talent

Make or Break brings together the best and brightest students and professionals from the north of Portugal, as well as top students and professionals from around the country. Sponsorship lets companies and organizations interact directly with this talent pool via mentorship, tech talks, workshops, freebies and swag, and more. Unlike in previous editions, mentors aren't assigned to teams. Higher sponsor tiers can deploy tech experts in the event, where they get to interact with and assist any and all teams they like. We encourage them to approach as many participants as possible.

Brand awareness

Particularly in Porto, where excessive fiscal conservatism has traditionally been the norm, event sponsors are perceived by participants as being among the most successful, worthwhile companies to work for. Show yourself through event branding, social media marketing, swag bags, and much more.



Maximizing sponsorship benefit

As the largest tech event in the north of the country, Make or Break will attract not only the best and brightest students and professionals from the north of Portugal but the top students and professionals from around the country as well. Sponsorship lets companies and organizations interact directly with this talent pool via mentorship, tech talks, workshops, freebies and swag, and more.

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Organizing team

Make or Break's team is a grassroots organization backed by AlumniEI, our University's Alumni non-profit organization for Software Engineering students.

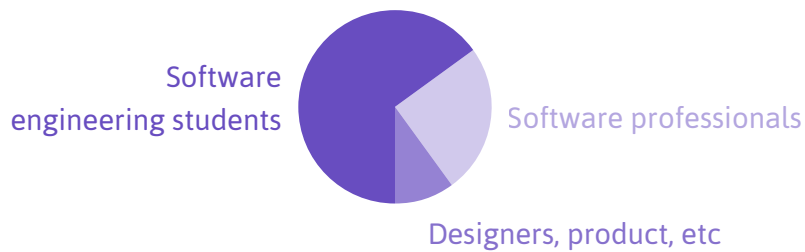
We're a melting pot of entrepreneurs, hackers and consultants, covering pretty much every aspect of the profession.

We're well respected by our peers and the community at large, not just as individuals but also as the people behind Make or Break, an event largely understood to fill an important gap in the tech scene in the north of the country. We're well connected with both the University and the City Hall, which facilitates the organization immensely.

Event Details

Expected audience

Based on the growth experienced over the past editions, we expect 300+ people to participate in the hackathon and satellite events.



Programme

| February 2018 | March 2018 | April 2018 |
|--|--|---|
| Programming contest Networking drinks | Make or Break Sessions — satellite event at a sponsor's HQ Networking drinks | 1 talk Hackathon and tech fair Workshops Board games Networking drinks |

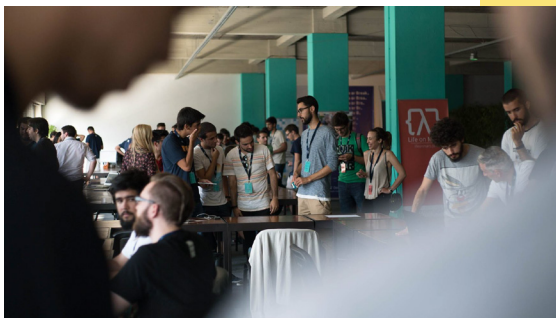
Sponsorship tiers

| Description | Platinum | Gold | Silver | Bronze | Copper |
|---|----------------|---------------|---------------|---------------|-------------|
| Logo and link in the website sponsors section | x | x | x | x | x |
| Logo in all the event documentation | x | x | x | x | x |
| Add swag to the welcome pack | x | x | x | x | x |
| Description in the website sponsors section | x | x | x | x | |
| Access to participants contacts | x | x | x | x | |
| Technology experts to be in the venue helping the participating teams | max 5 | max 3 | max 1 | | |
| Banners / rollups at the venue | max 4 | max 2 | max 1 | | |
| Guest post on makeorbreak blog | max 3 | max 2 | max 1 | | |
| Present your company to the participants during a coffee break / lunch | max 5 min | max 5 min | max 5 min | | |
| Propose and present a workshop | max 2 | max 1 | | | |
| Tech posts in our social media accounts and slack channel regarding technologies you'd like to see used by the participants | max 3 posts | max 1 posts | | | |
| Video looping on venue screens | x | x | | | |
| Presentation during final public event | max 10 min | max 5 min | | | |
| Host sponsored meal | x | | | | |
| Award custom prizes | x | | | | |
| Your name in the event name (Make or Break Sponsored by Your Company) | x | | | | |
| | €10,000 | €6,000 | €3,500 | €1,500 | €500 |

See Appendix A for detailed descriptions of the sponsorship perks.

Past event

Make or Break 2017 was a rousing success!



Facts and figures

Audience was 250+ people

The distribution is roughly 65% software engineering students, 25% software engineering professionals, and 10% other (like designers)

Sponsors



Appendix A: Sponsorship Perks

Logo and link in the website sponsors section

Our website's sponsors sections will feature your logo, which links to your company's site (or wherever else you like).

The website is very procured by the audience of the event and this is a good gateway to showcase your company.

Logo in all the event marketing material

As a part of the marketing campaign done to promote the event, there are several publications in social media, posters displayed across the city or even in promotional presentations that are MoB branded.

Your logo will feature on all of these, and gather all the exposure the event offers.

Add swag to the welcome pack

Send us some cool branded swag to distribute. College students and hackers love freebies. Bring your t-shirts, pens, laptop stickers, and more to increase brand recognition at the event. If in need, we can guide you towards what kind of swag people like best.

Remember that this event gathers a community that values these little tokens, not by their monetary value, but how fun they are and what they represent in terms of company culture.

Description in the website sponsors section

Our website's sponsors sections will feature a description of your company, or a message of your choice (up to 200 words). Given that the website receives a lot of exposure, having a catchy description is a good invitation for everyone to explore your company.

Access to participants contacts

In order to facilitate you reaching out, we will share with you a list of names and emails of the participants.

Don't miss out on the opportunity to contact any and every participant to showcase your company. From there, who knows if new professional connections are born...

Technology experts to be in the venue helping the participating teams

Unlike in previous editions, mentors aren't assigned to teams. Higher sponsor tiers can deploy tech experts in the event, where they get to interact with and assist any and all teams they like. We encourage them to approach as many participants as possible.

This is one of the most interesting perks you can collect, as it gives you direct insight and presence in the event. You'll get to interact with everyone that participates in it, from hackathon participants to organization and even other companies.

Banners / rollups at the venue

We will display the banners or rollups of your choosing at the event venue.

This is a very good opportunity to create visual impact with everyone at the event and pique their interest to getting to know you.

Press coverage and promotional videos recorded during the event often include pictures or videos including your banners/rollups for post event marketing, which will give you even more exposure.

Guest post on makeorbreak blog

We encourage you to make a post that we will share on our blog, and distribute through social media. Talk straight at your audience — they're with us!

This is a very good opportunity to show your company spirit. A good blog post can go a long way into captivating people. Be motivational, be inspirational, promote yourself and let everyone know why your company should be highly regarded by everyone.

Present your company to the participants during a coffee break / lunch

When the food bell rings everyone in the event runs towards it.

When the famished crowd gathers to eat, we'll hand you the microphone so you can reach everyone at once.

You'll have the crowd's attention.

Propose and present a workshop

We will host a workshop prepared by your company at the event. Choose to present and promote your technology by giving a workshop on it, or suggest a technology that is in your company's interest. That might be a gateway into finding people interested or even highly proficient in it.

Tech posts in our social media accounts and slack channel regarding technologies you'd like to see used by the participants

Do you have any specific technology developed by your company? Tools? APIs? Share with us in advance what they are and how you'd like to have the participants use them during the event, and we will get the message to them through our social media and community channels. This is a great way to discover potential and even get new ideas on how your tech is applicable.

Take this opportunity to hook people on your technology.

Video looping on venue screens

Send us video for us to have it loop on every screen at the event. Having your company in constant motion display during the event is eye catching and can be a good promotional tool. Company culture? Your office? Team events? Your choice! Choose what you want to display and give us a video on it.

Presentation during final public event

The highlight of the event. All eyes will be on you, as people gather to see the winners announced and the event wrapped up. This is the biggest exposure opportunity of the event! All the participants, sponsors, partners, passers-by, ... , everyone joins in! This is the best time to promote yourself.

Host sponsored meal

Sponsor a high-quality meal at the event. Gifting a fully featured meal designed by you is a good way to captivate the audience. Whoever said 'the best way into a person's heart is through their stomach' was right. Hackers get hungry too, and they'll remember your gift to them.

Award custom prizes

Send us custom prizes to hand out to the winners. This a good opportunity to show how your company feels towards events of this nature and to communities such as ours.

A prize can be useful, can be cool, can be impressive, but above all, a prize can be a statement of investment and promotion of your brand!

These prizes need to be pre-approved.

Your name in the event name (Make or Break Sponsored by Your Company)

It's the first year we're experimenting with this. For being our largest sponsor, we'll use your name in the event name!

Needless to say, adding your name as the main sponsor will give you the most exposure in all marketing initiatives, all in-house and external promotional content, and during the event.

MoB.