HMC Architects

HACK
A
THON

COMPUTATIONAL DESIGN METHOD

OCTOBER 8-10, 2021

EVENT SPONSORSHIP

CONTENTS

01 OUR TEAM

NASH REYES
Director of Digital Practice

Hackathon Role:
Event Manager

BRITTNEY HOLMES
Design Technologist

Hackathon Role:
Event Moderator, Content Development

DIGITAL PRACTICE / COMMUNICATIONS / VISUALIZATION

Hackathon Role: Ideation, Workshops, Presentations.
Hackathon Marketing: Event Support, Web Page, Branding, and Event Communication.

02 EVENT OVERVIEW

2.1 Event Summary

The hackathon event will be held virtually and based on Pacific Standard Time. Attendees will have the opportunity to present their ideas in response to their interpretation of the event theme, Computation Design Method (CDM) workflow.

This event is a great networking opportunity for like-minded passionate people. In addition, attendees will have access to live workshops and presentations hosted by HMC and its partners. So block out your weekend and fire up your laptops to join in!

2.2 Event Theme

The hackathon theme is Computation Design Method (CDM) workflow. It is an evidence-based design process that provides a selection of computational simulations to support the design parameters.

In a world where an abundance of open-source data and cloud-based applications are available to creatives, how can we create an interactive road map that informs the impact of design decisions? The participant's challenge is to create a digital tool that tracks design decisions and provides alternative options based on those selections with a working UI/UX.

2.3 Event Schedule

FRIDAY

Virtual Social Hour	6:30 p.m.
Introduction to Hackathon	7:00 p.m.
Project Pitches	7:10 p.m.
Team Formations and Hacking Begins	7:30 p.m.
HMC Soft Close and Saturday Agenda Review	8:30 p.m.

SATURDAY

Morning Announcements	8:30 a.m.
Hackathon Lectures and Workshops	9:00 a.m.
Hacking Continues	2:00 p.m.
HMC Soft Close and Sunday Agenda Review	8:30 p.m.

SUNDAY

Morning Announcements	8:30 a.m.
Hacking Continues	9:00 a.m.
Hacking Concludes, Project Submissions	12:00 p.m.
Judges Arrive	12:30 p.m.
Presentations Begin	1:00 p.m.
Winners Announced	2:30 p.m.
Hackathon Concludes, Closeout	3:00 p.m.

Event Hashtag:
#HMCHackYea

2.4 Networking Opportunities

Who you will meet:

- Architects
- Computational Designers
- Engineers
- Academics
- Software Developers

03 EVENT SPONSORS

Sponsorship Tiers

HMC Architects hackathon will bring like-minded practitioners and students who share the common goal of advancing design technology.

If you find value in sharing knowledge, minimizing repetitive tasks, and networking, please get in touch with event management to discuss the sponsorship options listed below.

COMMUNITY
Knowledge and Technical Resource Contribution

Tertiary company logo placement included on:

- Social media promotional post (not limited to LinkedIn, Twitter, Instagram)
- Verbal recognition on the event start and finish

FREE

IMPACT
Monetary Contribution

Includes Community Package and additionally:

Secondary company logo placement included on:

- Sponsor logo in registration banner graphic (Eventbrite)
- Recognition at welcome presentation (October 8)
- Sponsor can provide a promotional video that will be played at the beginning of the workshops

$1600

FUTURE
Monetary Contribution

Includes Community and Impact Package and additionally:

Prominent name and logo placement on:

- Swag: t-shirts and notebook
- Social media posts
- Email blasts

$3800

Sponsor Opportunities Open

JULY 9, 2021

Social Media Promotional Opportunities

JULY 9–OCTOBER 7, 2021

CONTACT

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