



infrahacks

2027 Sponsorship Package

A free, in-person hackathon for the built world — housing, transit, energy, and construction. One weekend. 200–300 of the most driven student builders in Ontario.

● JAN 29–31, 2027

● 36 HOURS · IN PERSON

● ONTARIO, CANADA

● 200–300 HACKERS

sponsors@infrahacks.org · infrahacks.org/sponsor · [@infrahacksorg](https://twitter.com/infrahacksorg)



Software ate every industry except the ones that **build the world.**

Housing, transit, energy, construction — the biggest under-digitized industries on the planet, and almost nobody points student builders at them. For one weekend a year, we do. Real challenge briefs written with industry sponsors, real judges, AI tools encouraged from the first commit.

InfraHacks 2027 is a **free, application-based, 36-hour hackathon** running **January 29–31, in person in Ontario**. Edition one drew 90+ vetted hackers and six sponsors. Edition two brings the event on site with **200–300 builders**.

200–300

 HACKERS
ON SITE

36

 HOURS ON
THE CLOCK

90+

 HACKERS
EDITION ONE

6

 SPONSORS
EDITION ONE

Challenge briefs drop live at kickoff — nobody pre-builds. Applications are read for curiosity, craft, and grit, not pedigree.

Who shows up

// MAKERS

People who ship — code, hardware, and side projects that got out of hand. Vetted by application, not first-come registration.

// BUILT-WORLD CURIOUS

Students who deliberately chose infrastructure over another social app — the exact talent built-world companies struggle to find.

WE READ APPLICATIONS FOR

Curiosity

notices problems before anyone hands them one

Craft

has actually made things, at any level

Grit

pushes through the 3am wall

Kindness

makes the room better

A recruiting pipeline, not a **logo wall**.

Challenge sponsors name a challenge, co-write its brief with us, seat their judges, and meet every team that builds on it — the best hiring signal you'll get anywhere.

// 01

Own a challenge

Your name on a brief, written with us around a real problem from your world. Every team that picks it builds on your problem all weekend.

// 02

Meet the field in person

Booths, mentoring, office hours, and demos — face time with 200–300 vetted builders across one weekend, on site.

// 03

Hiring signal you can't buy

Watch how teams think, build, and present under a 36-hour clock. Resume access and direct intros to the teams on your challenge.

// 04

Reach built-world builders

Students self-selected into housing, transit, energy, and construction — a talent pool most recruiting channels never surface.

// 05

Get your tools used

Ship API credits, hardware, or datasets to every team at kickoff and watch real projects get built on your stack in 36 hours.

// 06

Proven, then scaled

Edition one ran with 90+ hackers and six sponsors. Edition two goes in person at 200–300, vetted by application.

Prize pool cash is already secured and climbing with every sponsor we sign — your contribution goes straight into what teams compete for, with your name on it.

×1

PRESENTING SLOT

×4

CHALLENGE SLOTS

Open

JUDGE SEATS

Open

CREDITS & TOOLS

Exactly where your money goes.

Running 200–300 hackers in person for 36 hours costs about **\$30,000** — roughly \$120 per hacker, in line with in-person student hackathons across Canada. Every dollar lands in the event, and no single sponsor covers more than about a quarter of it.

Food & drink

\$13,000 • 43%

5 meals plus round-the-clock snacks and coffee for every hacker, volunteer, and mentor — free.

Venue & logistics

\$6,000 • 20%

36 hours of space, power, Wi-Fi, AV, insurance, and overnight security for 200–300 people.

Prize pool

\$5,000 • 17%

Cash and credits across the main track and four sponsor challenges — first dollars already secured.

Swag & operations

\$4,000 • 13%

Shirts, badges, printing, signage, and the unglamorous stuff that makes the weekend run.

Contingency

\$2,000 • 7%

Buffer for headcount swings and day-of surprises. Whatever's unused rolls into the prize pool.

\$30K

TOTAL EVENT BUDGET

~\$120

COST PER HACKER

≤27%

MAX SHARE PER TIER

\$0

COST TO HACKERS

Hackers pay nothing — free to apply, free to attend, fed all weekend. Cash covers the hard costs above; in-kind (credits, hardware, food, prizes) offsets them directly and counts toward tier placement.

Pick your lane.

TOP BILLING • 1 SLOT

Presenting

\$8,000

27% OF BUDGET • EXCLUSIVE

- ✦ "Presented by" naming everywhere
- ✦ Largest logo — site, stage, shirts
- ✦ Keynote at opening ceremony
- ✦ Named challenge + 2 judge seats
- ✦ Premium booth all weekend
- ✦ Resume book, early access

Challenge

\$3,000

4 AVAILABLE

- ✦ Name a challenge, co-write the brief
- ✦ Judge seat on your track
- ✦ Meet every team on your challenge
- ✦ Booth at the venue
- ✦ Logo on site + shirts
- ✦ Resume access pre-event

Community

\$1,000

OPEN

- ✦ Logo on site + venue signage
- ✦ Mentor / office-hours slot
- ✦ Social shout-outs
- ✦ Swag bag item

Supporter

\$500

OPEN

- ✦ Logo on the event site
- ✦ Closing ceremony thanks
- ✦ Social media story

BENEFIT	Presenting	Challenge	Community	Supporter
Named challenge + co-written brief	Yes	Yes	—	—
Judge seats	2	1	—	—
Booth at venue	Premium	Standard	—	—
Ceremony speaking slot	5 min	—	—	—
Mentor / office-hours slot	Yes	Yes	Yes	—
Logo placement	X-Large	Large	Medium	Small
Swag bag items	3	2	1	—
Social media	Dedicated post	Dedicated post	Group post	Story
Resume access	Early	Pre-event	After event	—

CUSTOM PACKAGES WELCOME — IF NONE OF THESE FIT, WE'LL BUILD ONE THAT DOES. IN-KIND (CREDITS, HARDWARE, FOOD, PRIZES) COUNTS TOWARD TIER PLACEMENT.

One weekend, **told in hours.**

FRI • 6:00 PM	Opening ceremony — challenge briefs drop live, first time anyone sees them
FRI • 8:00 PM	Hacking begins — the 36-hour clock starts · sponsor booths open
SAT • 11:00 AM	Industry panel — people who run the built world
SAT • 2:00 PM	Mentor office hours — sponsor mentors on the floor
SUN • 8:00 AM	Submissions close — repo, sub-3-minute demo, write-up
SUN • 12:00 PM	Closing ceremony — winners announced, sponsor thanks

The city's **waiting.**

Four challenge slots, one presenting slot. Tell us your goals and a real person follows up within two business days with times to talk.

• sponsors@infrahacks.org

• infrahacks.org/sponsor

• [@infrahacksorg](https://twitter.com/infrahacksorg)