



NY startups.

&

MACAULAY  
HONORS COLLEGE

&



CUNY Career Success  
Initiatives

Presents

# CUNY Hackathon



January 23th-24th, 2021  
Virtual Hackathon



## Our Vision

CUNY Hackathon 2021 will be the second iteration of New York City's biggest hackathon for CUNY students from all 25 schools within the City University of New York system. The virtual two-day hackathon will bring together students and professionals in creative, software development, marketing, and entrepreneurship to build solutions to problems unique to the New York City community. Students will also have the opportunity to learn during workshops or activities hosted during the Hackathon, all with the goal of improving our great city. The event is hosted by CUNY Startups, Macaulay Honors College, the College of Staten Island, CUNY Career Success Initiatives and a team of student leaders from across the CUNY system.

### CUNY Startups

Our mission is to dramatically improve the economic mobility of CUNY students through entrepreneurship while stimulating business growth and economic development in New York City.

### Macaulay Honors

Macaulay Honors College prepares New York's best undergraduates to become leaders. Intelligent, driven, and hardworking, our highly diverse student body represents the top 4% of CUNY undergraduates from all of NYC and across all majors.

### CUNY Career Success Initiatives

The CUNY Career Success team helps employers find engaging and effective ways to share their expertise and opportunities with CUNY students. With approximately 275,000 degree seeking students, CUNY is the largest talent pipeline in New York City. The Career Success team helps businesses develop customized recruitment plans for internships and full time jobs, reach targeted groups of students, increase and diversify their talent pools.

## OFFERING IMPACT TO COMPANY SPONSORS

### Working with 25 Schools

**275K** Students



**31% Hispanic**  
**25% Black**  
**21% Asian**

### YOUR COMMUNITY

**220K** CUNY students come from **NYC High Schools** & Overwhelming stay in NYC Metro Area

### A NEW GENERATION

**35%** Of CUNY Students were born **Outside of the US**

**45%** (111K) Of CUNY Students are **First Generation College Students**

### WOMEN IN STEM

**50K** CUNY students in **STEM**

**17K** Are Women



## CUNY Hackathon Sponsorship Levels

Kilobyte Partner

1K

Megabyte Partner

2.5K

Gigabyte Partner

5K

Terabyte Partner

10K

## High Impact

Send mentors



Presentation during the event



Tech talk or workshop



## Branding

Logo on shirt



Logo on website



Promote on social media



Dedicated email to registrants



Sponsored prize



Opening Keynote Speaking Slot



## Recruiting &amp; Networking

Resume access



Send recruiters



Booth in expo



Send judges



# Contact Us

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