

MakeUC 2026

Sponsorship & Partnership Prospectus



IEEE AT THE UNIVERSITY OF CINCINNATI

An annual 24-hour hardware & software hackathon



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About MakeUC

MakeUC is an annual 24-hour hackathon hosted by IEEE at the University of Cincinnati, bringing together hundreds of students from across the country and around the world to design, build, and pitch hardware and software projects in a single weekend.

The event is free for all high school and college students, and is held both online and in person, with in-person attendance open to University of Cincinnati students. Teams of one to four hackers compete for prizes across sponsor-defined and general categories.

WHAT MAKES MAKEUC DIFFERENT

- ▶ Dual focus on hardware and software
- ▶ Judging, mentorship, and sponsorship tracks open to industry volunteers
- ▶ A multi-year track record of growth in both scale and project quality

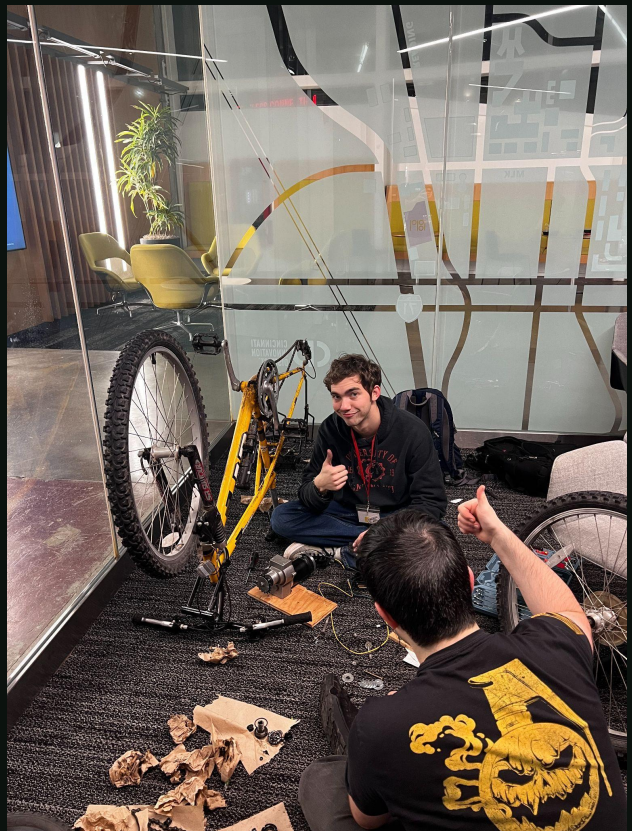
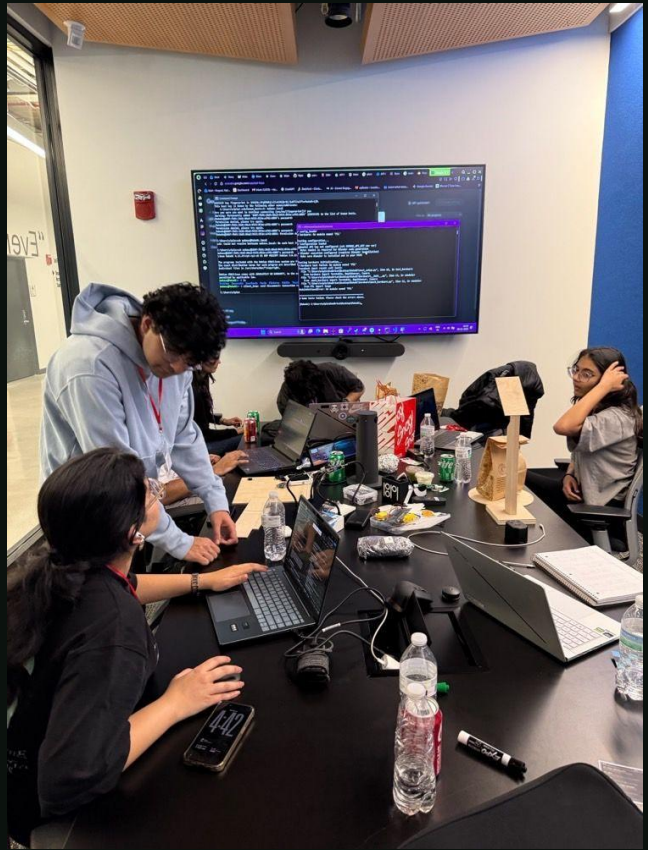
MAKEUC BY THE NUMBERS (2024)

70+ Participating Schools	560 Total Registrants
25.5% Hackers Identifying as Female	30 Countries Represented
50 Final Projects Submitted	Sponsors: AWS, IBM, Siemens, Microsoft, Google Cloud & more

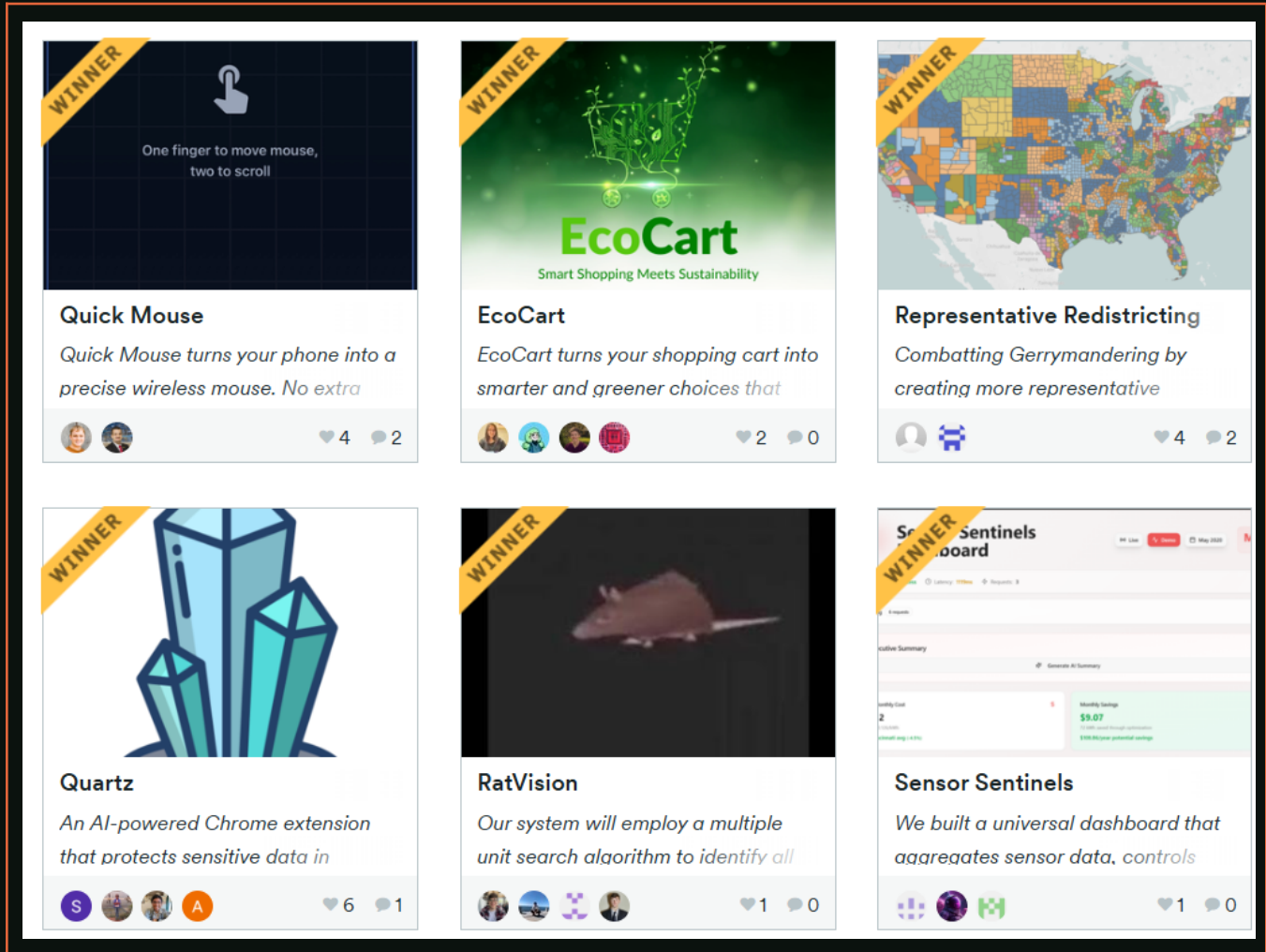


Images From MakeUC 2025





Projects From MakeUC 2025



MakeUC 2025 Projects

- ▶ To view MakeUC 2025 project visit the Devpost link below:
- <https://makeuc-2025.devpost.com/>



Event Details & How to Get Involved

KEY DATES

- ▶ Event window: 9:00 AM, November 7 – 6:00 PM, November 8, 2026
- ▶ Swag deadline for sponsors: materials due by October 20 to be included in swag bags

WAYS TO GET INVOLVED

- ▶ Judging — score hacker projects and provide constructive feedback

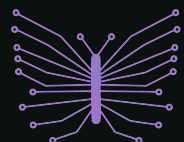
Sign up form: <https://forms.gle/YXs2uq2JK4FpdxJfJA>
- ▶ Mentorship — work directly with student teams on their projects, ideas, and tools

Sign up form: <https://forms.gle/o9YvzVMypnjrdX5J7>
- ▶ Workshops — hosting a workshop is a great way to showcase your company, talk with hackers, and build brand awareness.

Sign up form: <https://forms.gle/8GmbvzEeBCVMXtEi9>
- ▶ Sponsorship — numerous opportunities for marketing, recruitment, and brand visibility

RECRUITMENT OPPORTUNITIES

- ▶ Sponsor Expo — a virtual (Discord) and/or in-person expo where sponsors meet participants directly
- ▶ Resumes — a resume book delivered before the event, sized to sponsorship tier
- ▶ Discord Channel — a dedicated channel for sponsor reps to interact with hackers directly
- ▶ Email to Hackers — a sponsor message forwarded to all MakeUC registrants



Partner Benefits

MakeUC sponsorship is structured around three categories of value: marketing exposure, recruitment access, and hands-on engagement with participants. Every tier includes a combination of these benefits, scaled to sponsorship level.

MARKETING OPPORTUNITIES

- ▶ Prize Category — sponsor your own prize category and select its winner(s)
- ▶ Branded Swag — swag distributed to all in-person participants
- ▶ Logo on Branding & Media — logo on marketing materials, apparel, and the website, sized by tier

RECRUITMENT OPPORTUNITIES

- ▶ Sponsor Expo, resume access, a dedicated Discord channel, and a direct email to all registrants

ADDITIONAL OPPORTUNITIES

- ▶ Workshop Slot — host a technical presentation or demo, in-person, virtual, or both
- ▶ Opening Keynote — five minutes to address participants live or via pre-recorded video
- ▶ Sponsor Lounge — a reserved room with seating and refreshments for in-person reps
- ▶ Partner Recognition — additional recognition across all marketing materials, scaled by tier



Sponsorship Tiers at a Glance

Benefit	Bronze-Hacker \$1,000	Silver-Hacker \$1,500	Gold-Hacker \$2,500	Platinum-Hacker \$4,000
Custom Prize Track	✓	✓	✓	✓
Branded Swag Distribution	✓	✓	✓	✓
Logo on Branding	Small	Medium	Large	Largest
Sponsor Expo & Lounge	✓	✓	✓	✓
Workshop Slot	✓	✓	✓	✓
Resume Access	3 Majors	5 Majors	All Majors	All Majors
Discord Channel	—	—	✓	✓
Opening Keynote	—	—	✓	✓
Social Media Shoutout	—	—	✓	✓
Email to Hackers	—	—	—	✓
Partner Recognition	—	—	—	✓



Hacker Tiers

Bronze (\$1000)	Silver (\$1500)	Gold (\$2500)	Platinum (\$4000)
▶ Custom Prize Track	▶ Custom Prize Track	▶ Custom Prize Track	▶ Custom Prize Track
▶ Branded Swag Distribution	▶ Branded Swag Distribution	▶ Branded Swag Distribution	▶ Branded Swag Distribution
▶ Logo on Branding: Small	▶ Logo on Branding: Medium	▶ Logo on Branding: Large	▶ Logo on Branding: Biggest
▶ Workshop Slot	▶ Workshop Slot	▶ Workshop Slot	▶ Workshop Slot
▶ Sponsor Expo	▶ Sponsor Expo	▶ Sponsor Expo	▶ Sponsor Expo
▶ Resumes: 3 Majors	▶ Resumes: 5 Majors	▶ Resumes: All Majors	▶ Resumes: All Majors
▶ Sponsor Lounge	▶ Sponsor Lounge	▶ Sponsor Lounge	▶ Sponsor Lounge
		▶ Discord Channel	▶ Discord Channel
		▶ Social Media Shoutout	▶ Social Media Shoutout
		▶ Opening Keynote	▶ Opening Keynote
			▶ Email to Hackers
			▶ Partner Recognition

• THANK YOU •

Let's Build Something

We look forward to working with you.



CONTACT

Email: contact@makeuc.io

Website: makeuc.io

Instagram: [@makeuc.io](https://www.instagram.com/makeuc.io) **Twitter/X:** [@makeuc_io](https://twitter.com/makeuc_io) **LinkedIn:** [@makeuc](https://www.linkedin.com/company/makeuc)

Custom partnerships — including project sponsorship, diversity-in-tech initiatives, and multi-event packages — are available on request. Reach out any time to discuss an arrangement tailored to your organization's goals.

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