



Corporate and Community Involvement Guide

Make-a-thon is an annual three-day innovation competition for NC State students, who work in teams to create solutions to sustainability challenges facing campus or the community. The 2018 Make-a-thon will be held Jan. 26-28 in NC State's James B. Hunt Jr. Library.



ABOUT THE STUDENTS

Make-a-thon hosted more than 100 student participants in 25 interdisciplinary teams. At the 2017 event, 65% of students were in their first or second year of study, representing 24 academic majors. Approximately 37% were majoring in engineering. This was the first design challenge or hack-a-thon experience for 77% of participants. Students said they participated in Make-a-thon in order to gain real-world experience in design and software, team skills and to learn about sustainability.

Benefits For Your Company or Organization

Recruitment

Make-a-thon provides incomparable recruitment access to top student talent. Because Make-a-thon is voluntary, the event attracts students with the "Think and Do" spirit NC State is known for. Meet the students, watch them work and marvel at their solution-making skills.

Brand Exposure

Make-a-thon provides brand exposure among young, innovative customers who are the leaders of tomorrow. Create a positive association between your company or organization and this well-loved student event.

Sustainability

Make-a-thon advances sustainability. Not only does the event provide real-world problem solving experience for students, but it contributes to the development of innovative ideas that can improve campus, the community and the world.

BE A SPONSOR

Sponsors make Make-a-thon possible. Make-a-thon sponsorships are tax-deductible to the extent allowable by law. Make-a-thon is a program of North Carolina State University, a 501(c)(3) organization. Opportunities include:

1. Presenting Sponsor - \$2,000

The sponsor at this level provides support needed to sustain and expand Make-a-thon so that more students have access to this high-impact learning experience in the future.

2. Sponsor a Meal - \$1,500

No one creates real-world solutions on an empty stomach. As more than 100 participants refuel at Make-a-thon meals, your sponsorship -- "Dinner provided by [Your Company Name]" -- won't go unnoticed.

3. Contribute to the General Fund - \$500+

Your sponsorship will help buy supplies, signs, marketing, the grand prize and other materials.

4. Sponsor Snacks - \$300

Snacks and drinks fuel hard-working minds.

5. Sponsor An Award - "In Kind" or Financial Prize (\$2,000+)

Sponsor a special award for student teams, such as one related to your industry (e.g. "Best Internet of Things project"). You select and donate the prize. Your company is invited to send representatives to select the winning team(s) for this prize and contribute toward the general fund that makes Make-a-thon possible.

Sponsor Benefits

- Placement of your company's logo on event website, t-shirt and printed material.
- Opportunity to contribute company materials to the participant "swag bag" of goodies.
- Password-protected access to resumes of student participants who have voluntarily submitted this information because they are seeking internship experience or full-time employment.

Interested? Contact

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 919-515-7666

Sponsorship deadline: Dec. 31

HOW TO PARTICIPATE



Be a Mentor

Sending an employee or group of employees to mentor students on behalf of your company is a significant and welcome contribution. At the 2017 Make-a-thon, students raved about the influence mentors had on their experience. Mentors make your company's presence felt by engaging with student participants. Send a star engineer, designer or other employee to interact, get to know students and enable students to create the best possible solutions.



Be a Judge

Make-a-thon judges have the reward of hearing and seeing the outcome of student projects, plus the responsibility of choosing winners. Experience in sustainability, design or entrepreneurship is preferred but not necessary. Judges must be available on Sunday, Jan. 28 from 11:30 a.m. through 2:30 p.m.

Interested?

go.ncsu.edu/JoinMakeathon

Contact

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