



SPONSORSHIP PROSPECTUS

# HackKentucky

× HackTheTrack

FALL 2026 // CYBERPUNK

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**300+**

BUILDERS

**2**

DAYS

**5**

LEARN-A-THON TRACKS

**September 11–12, 2026**

Genuine Works / Mashup · 750 East Jefferson Street, Louisville, KY 40202

*Two of Louisville's hackathons. One weekend. One sponsorship.*

## 300 builders. One room.

The next generation of Louisville talent, two events, one weekend in September, all in the same building.

HackKentucky is Kentucky's largest community-run hackathon. For 2026, we are joining forces with HackTheTrack — one venue, one crowd, one sponsorship reaching both communities

With this combined event, we're expecting 300+ builders to attend with the majority being college, early career professionals and high school students. In prior HackKentuckies, we have attracted participants from Chicago, Cincinnati, Bowling Green and Indianapolis.



*HackKentucky 2025 — teams present to a full room at Mashup.*

### Four reasons to write the check

- **Talent, unfiltered.** Meet engineers and designers mid-build, under pressure, solving something real. It is the most honest interview that exists.
- **Free R&D.** Set a challenge track and get dozens of sharp people stress-testing your API, your dataset, or your idea — for free, over a weekend.
- **A microphone.** Friday runs five parallel Learn-a-thon tracks. Put a practitioner from your team in front of a room that actually wants to be there.
- **Real credibility.** Volunteer-run, free to attend, homegrown. Sponsors are visibly the reason it happens, and the room knows it.

## THE ROOM

# Who actually shows up



Roughly 300 people across the weekend — the highest-signal technical crowd Louisville assembles all year:

- University students in CS, engineering, and design
- Early-career software engineers and data professionals
- High schoolers and first-time hackers — the Friday Learn-a-thon exists for exactly this
- Startup founders, independent builders, and career-switchers

## THE FORMAT

# Two days. No all-nighter.

Doors close Friday night and reopen Saturday morning. That single choice is why professionals, students, and first-timers all come — and why the room is still sharp when judging starts.

|           |                                                                                                                                                                                             |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FRI 4PM   | Doors open. Check-in and team formation.                                                                                                                                                    |
| FRI 5–9PM | LEARN-A-THON — five parallel tracks in five rooms: Software, Startups, Hardware, Sustainable Fashion, and AI. 35-minute sessions. Practical, optional, and built to get newcomers building. |
| FRI 11PM  | Doors close.                                                                                                                                                                                |
| SAT 8AM   | Doors open. Grazing breakfast. Hacking begins.                                                                                                                                              |
| SAT 10–3  | Guest speakers in parallel — career track and startup track. Lunch served via meal tickets at 12pm.                                                                                         |
| SAT 5–7PM | Judging begins. Dinner served. Final judging at 7pm.                                                                                                                                        |
| SAT 9PM   | Awards and close.                                                                                                                                                                           |

## THE OFFER

# Two Ways to Participate

**A. Sponsor a tier.** Your money funds the event — food, prizes, t-shirts, keeping registration free. You get brand presence, a recruiting table, speaking slots, and access to the room.

**B. Post a bounty.** Your money goes directly to whoever solves your problem. You define a challenge, set the prize, and pay out to the team that wins it. No tier required.

These aren't exclusive. Sponsors at the Chrome tier and above get a bounty included

## Sponsorship Tiers

All tiers are cash. In-kind — food, prizes, hardware, cloud credits — is welcome and valued against the same table.

| WHAT YOU GET                               | COMMUNITY<br>FREE | NEON<br>\$100 | CHROME<br>\$500 | PURPLE<br>\$5,000 |
|--------------------------------------------|-------------------|---------------|-----------------|-------------------|
| Logo on both event websites                | ●                 | ●             | ●               | ●                 |
| Named at opening + closing ceremony        | —                 | ●             | ●               | ●                 |
| Social media shout-outs                    | —                 | 1             | 2               | 3                 |
| Logo on the participant t-shirt            | —                 | ●             | ●               | ●                 |
| Recruiting table at the venue              | —                 | ●             | ●               | ●                 |
| Swag in the welcome bag                    | —                 | ●             | ●               | ●                 |
| Friday Learn-a-thon speaking slot (35 min) | —                 | —             | ●               | ●                 |
| Post a bounty                              | —                 | —             | ●               | ●                 |
| Send mentors on-site Saturday              | —                 | —             | ●               | ●                 |
| Résumé book (opt-in participants)          | —                 | —             | ●               | ●                 |
| Seat on the judging panel                  | —                 | —             | —               | ●                 |
| Saturday guest-speaker slot                | —                 | —             | —               | ●                 |
| Logo on all venue signage                  | —                 | —             | —               | ●                 |
| Title billing: “presented by”              | —                 | —             | —               | ●                 |

Only one Purple sponsorship is available.

## What each tier buys

### COMMUNITY **FREE**

*Get your name in the code.*

- Logo on hackkentucky.com and hackthetrack.org
- Named in the opening and closing ceremony

### NEON **\$100**

*Be in the room.*

- Everything in Community, plus:
- Logo on the participant t-shirt — worn long after the weekend
- Recruiting table at Mashup for the full event
- Swag or collateral in every welcome bag
- One social media shout-outs

### CHROME **\$500**

*Set the challenge. Teach the room.*

- Everything in Neon, plus:
- A 35-minute Friday Learn-a-thon speaking slot in the track of your choice
- Your bounty — you define the problem, you award the prize
- Send mentors on-site to work directly with teams
- The opt-in participant résumé book
- Two social media shout-outs

### PURPLE **\$5,000**

*Own the grid. One available.*

- Everything in Chrome, plus:
- “Presented by [your company]” title billing across both event brands
- A Saturday guest-speaker slot — career track or startup track
- A seat on the judging panel
- Logo on all venue signage
- Three social media shout-outs

# Bounties

Bounties are problems + prizes that builders can work on during the hackathon.

How it works:

1. You write the challenge — a real problem, an API you want built against, a dataset you want explored, a workflow you want automated.
2. You set the prize. Minimum \$500.
3. Teams opt in over the weekend and build against it.
4. You judge your own bounty and pay the winning team directly.

What you get:

- Your challenge listed on the event site and in the participant brief
- Named as a bounty sponsor at opening and closing
- Dozens of sharp people attacking your problem for a weekend
- Direct contact with every team that attempts it

What makes a good bounty: a specific, scoped problem with a clear finish line. "Build something cool with our API" gets ignored. "Build a tool that flags anomalies in this dataset in under 200ms" gets a room full of people fighting over it.

Bounties can be posted on their own, or stacked on top of a tier.

## THE MONEY

# Every dollar hits the floor

HackKentucky and HackTheTrack are volunteer-run. No staff, no overhead, no margin. Our target is \$10,000 and here is precisely where it goes:

|                     |                                                                           |
|---------------------|---------------------------------------------------------------------------|
| <b>\$6,000</b>      | Vendor food across the weekend — lunch and Saturday dinner for 300 people |
| <b>\$1,000</b>      | Saturday grazing breakfast                                                |
| <b>\$2,500</b>      | Prizes for winning teams                                                  |
| <b>\$500</b>        | Reserve                                                                   |
| <b>BEYOND \$10K</b> | T-shirts, bigger prizes, and keeping registration free for everyone       |



Winning teams, HackKentucky 2025. Somebody sponsored those trophies.

## Want something that isn't on the list?

The tiers are a starting point, not a wall. A workshop, a hardware lab, naming rights on a specific award, sponsoring a single meal — bring it to us and we will build the package around it. In-kind counts toward tier benefits: food, prizes, hardware, software licenses, and cloud credits are all things we need.

LET'S TALK

**Commit by August 14 to make the t-shirt.**

**Connect with your sponsorship contact or;  
Dan Ross-Li**

dan@kycombinator.com · 502.521.2872

hackkentucky.com · hackthetrack.org

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