KINHUB
Kogi Innovation Hub

KOGI INNOVATION HACKATHON

A Multi-University Hackathon



Presented By:
Kogi Innovation Hub

Duration:
5 Months

EVENT SCHEDULE

This proposal presents an opportunity to collaborate in a professionally organized event designed to create meaningful engagement between participants, attendees and partners. The event is structured to deliver value not only to attendees but also to sponsors through strategic exposure and interactive experiences.

The event bring together 3 components:



Hackathon

A Multi-University Hackathon with participants drawn from all high institutions in the state.

24th - 26th September



Incubation Programme

A structured learning experience for selected hack participants to further refine their projects into MVP.

October - November



Kogi Tech Week

Grand event culminating multiple activities; conference, exhibition, masterclass, awards and pitch competition.

7th - 10th December

EVENT CONCEPT & OBJECTIVES

A professionally organized event focused on innovation engagement, experience, and brand interaction.



Objectives:

Increase Audience Engagement

Encourage active participation through interactive sessions, activities, and on-site experiences.

Create Strong Brand Visibility

Provide consistent and strategic brand exposure across event materials, digital promotions.

Build Strategic Partnerships

Establish long-term collaborations between organizers, sponsors, and community stakeholders.

Generate Media and Social Exposure

Maximize online and offline reach through promotional campaigns, documentation.

TARGET AUDIENCE



Age Range: 18–35 Years

A productive and trend-responsive demographic with strong interest in new products, experiences.



Active Social Media Users

Participants who frequently create and share content, increasing organic reach and brand exposure.



Students & Young Professionals

Individuals who are building their careers, expanding networks, and actively seeking opportunities.



Tech and Creative Economy

An audience that values innovation, personal growth, and creativity.

MARKET POTENTIAL

Based on previous similar events and research:

Expected attendees:

500–1,000 Participants

Estimated social media reach:

50,000+ Accounts

Engagement rate average:

8–12%

70% of attendees actively share event content online

65% of participants are open to trying sponsor products

PROMOTIONAL STRATEGY

Promotional Strategy Includes:

- Social media campaigns (4–6 weeks)
- Digital advertising
- Community partnerships
- Influencer collaboration

Projected Impact:

100K+
Impressions
Total estimated number of times promotional content will be viewed.

10K+
Content Interactions
Includes likes, comments, shares, and saves across platforms.

5K+
Video Views (Minimum)
Estimated reach for promotional video materials.

SPONSORSHIP PACKAGES

HEADLINE $5,000	GOLD $3,000	SILVER $2,000	BRONZE $1,000	LINE $500	IN-KIND $
Exclusive naming rights (KINHACK 1.0 Powered by [you])	-	-	-	-	-
Dedicated Track + Judging rights	Co-Sponsor a Track	-	-	-	-
Keynote Slot	Speaking Slot	Workshop Sessions	Workshop Session	-	-
Ecosystem Booth (Prime Location)	Ecosystem Booth	Booth Space	Booth Space	Booth Space	-
Logo on Everything	Logo on website, Merch, Banners	Logo on website, Banners, select materials	Logo on website, select materials	Logo on website, select materials	API credits, tools, swag = custom benefits

SPONSORSHIP BENEFITS

Partnering as a sponsor provides valuable opportunities for brand exposure, direct engagement, and long-term visibility.

Sponsors will receive:

01
Logo placement on event materials

02
Brand mention in promotional content

03
Exposure in documentation and recap reports

04
Direct engagement with attendees

05
Booth or activation space at the venue

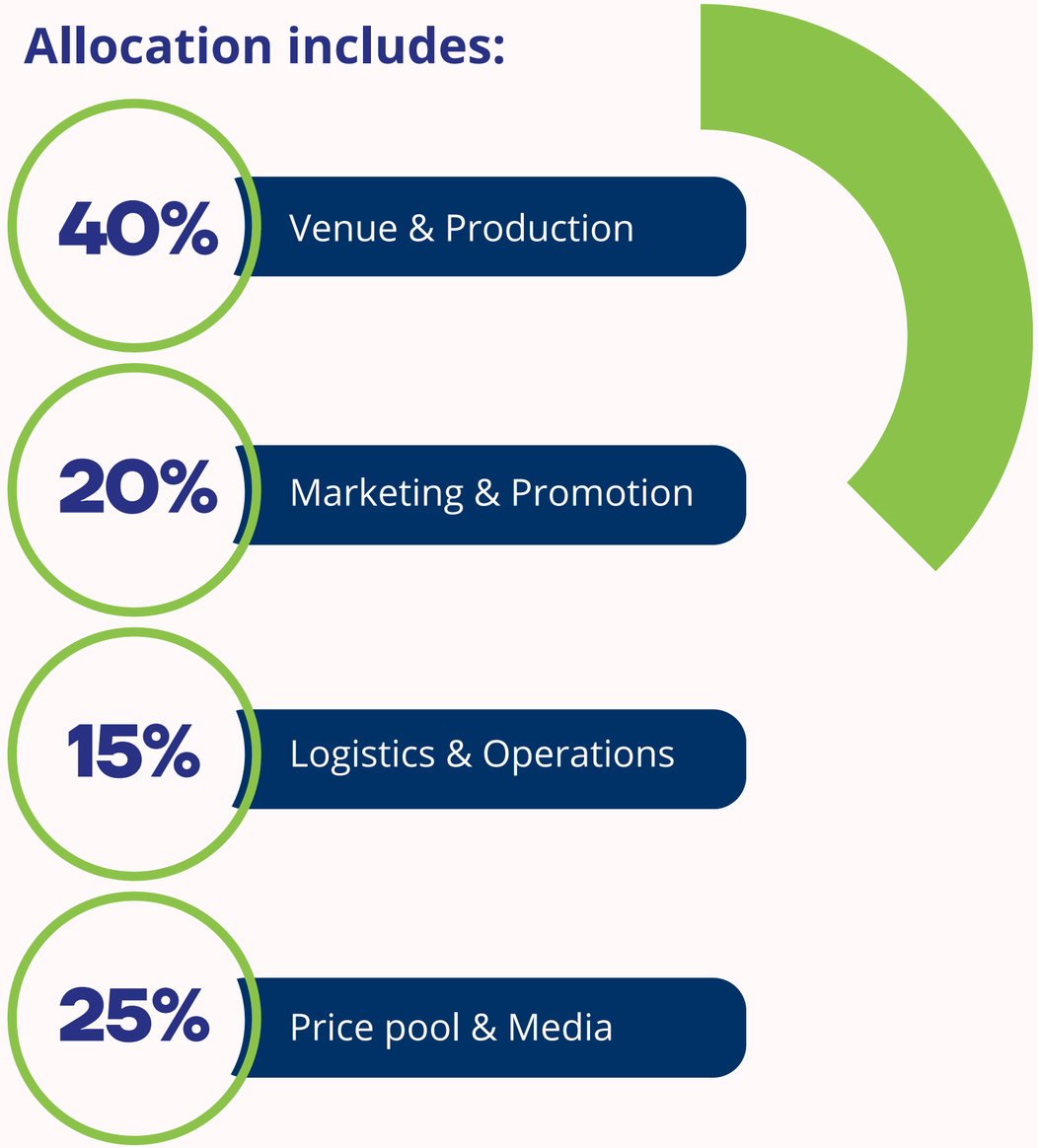
This ensures both visibility and interaction opportunities.

BUDGET BREAKDOWN

Estimated total event budget:

$15,000

Allocation includes:



KINHACK
Kogi Innovation Hackathon

THANK YOU!

Thank you for considering this sponsorship opportunity.

Contact:

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