



INSTITUTE FOR
HEALTHCARE POLICY & INNOVATION
UNIVERSITY OF MICHIGAN



THE **GUPTA**
FAMILY
<**HACKATHON**>
FOR HEALTH
COMMUNICATION

March 23-25, 2018
guptahacks.org



Inspired by CNN chief medical correspondent and University of Michigan alumnus Dr. Sanjay Gupta, we are bringing technology and innovation to health and science journalism. The Gupta Family Hackathon for Health Communication will host a wide range of students and experts who will work together to hack a growing problem: misinformation about health.

The goal: develop and execute new and innovative ideas that will help people keep themselves and their families informed, healthy and safe. This unique event will inspire participants to leverage technology and outside-the-box thinking to change the way people access reputable and understandable health information when they need it — especially in times of public health crises.

WHAT IS A HACKATHON?

A hackathon is a sprint-like, competitive event in which entrepreneurs, students, computer programmers, consultants, and others meet to collaboratively develop innovative solutions to a defined problem.

The Gupta Family Hackathon for Health Communication is a 36-hour event put on by Michigan Medicine, U-M's Institute for Healthcare Policy and Innovation, and Dr. Sanjay and Rebecca Gupta. It will host a wide range of professionals and students interested in technology, medicine and communication — including medical and engineering students, journalists, and national health policy leaders — and provide the mentorship and space needed to facilitate new technology ideas and real-world approaches that can improve health communication in the U.S. and globally.

As a sponsor, your team will meet and interact with highly motivated, talented individuals, including computer science students from the University of Michigan and other top technology schools.

TARGET AUDIENCE

The Gupta Family Hackathon for Health Communication will include more than 200 individuals, including professionals from CNN; other journalists; policymakers from governmental and private health care organizations; faculty from Michigan Medicine and across U-M's campus; and students from the University of Michigan and other top technology schools, from disciplines as diverse as computer science, business, information science, and human-computer interaction. Mentors will work side-by-side with participants, who will go through an application and selection process.

MEGABYTE SPONSOR: \$3,500

- Sponsorship (underwriting) of a specific part of the hackathon. Contact us for updated availability.
- Invitation for up to six guests to attend kickoff celebration Friday evening at Michigan Stadium.
- Company exhibit table at main event with one staff member
- Opportunity includes one mentor and up to two engineers and/or designers

Note: Employees of megabyte sponsors may apply to participate, but they may not also staff the exhibit table or act as a recruiter, mentor, engineer or designer.

- Opportunity for post event idea and/or technology development with second- or third-place teams
- Verbal “thank you” at main event
- Logo placement on T-shirt, website and day-of signage Friday
- Company signage during sponsored meal or activity
- Opportunity to distribute

Underwriting Opportunities:

- Registration Sponsor
- Charging Stations
- Coffee Refueling Station
- Office Supply Area
- Zero Waste Initiative
- (2) Breakfast Sponsor
- (2) Lunch Sponsor
- Dinner Sponsor
- Midnight Snack Sponsor
- Relaxation Sponsor

KILOBYTE GIFT: \$1,500

- Two tickets to kick-off celebration Friday evening at Michigan Stadium with Dr. Sanjay Gupta
- Logo placement on website
- Logo placement on day-of slides at main event

SPONSOR COMMITMENT FORM

Name/Company Name (as you would like it to appear on print materials)

Address

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ZIP

Phone

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Contact name (if different from above)

LEVEL: MEGABYTE \$3,500 KILOBYTE \$1,500

PAYMENT: Check payable to University of Michigan Visa MC AmEx Discover

Total Enclosed

Account Number

Exp. Date

Signature (required for pledges and credit cards)

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Send completed form and payment to:
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