AGENDA: PART I - INTRODUCTION

01 - **OVERVIEW**

02 - **HOST MATERIALS**

03 - **PROJECT PLAN**

04 - **SUPPORT COMMUNICATION**

05 - **COACHING CALLS AGENDA**

01 OVERVIEW

1.1 About the initiative

1.2 Key project milestones

What is a "hackathon"?

Hack(*ing*) **+ (***mar***)athon**

What is DigiEduHack?

- Flagship initiative of the EC that aims to foster grassroots innovation, collaboration and creativity and to drive positive change in **digital education**.
- **24-hour local hackathons** taking place worldwide over a period of 10 days. Open to **anyone** regardless of technical skill level! *We are looking for ideas as well as technical solutions as a result of these hackathons.*
- Annual theme 2024: Imagining the digital education of the future
- First implemented under the [Digital Education Action Plan](#) 2018-2020, and continues (since 2023) under the [Digital Education Action Plan 2021-2027](#).
- The initiative has strong synergies with the [European Digital Education Hub](#).
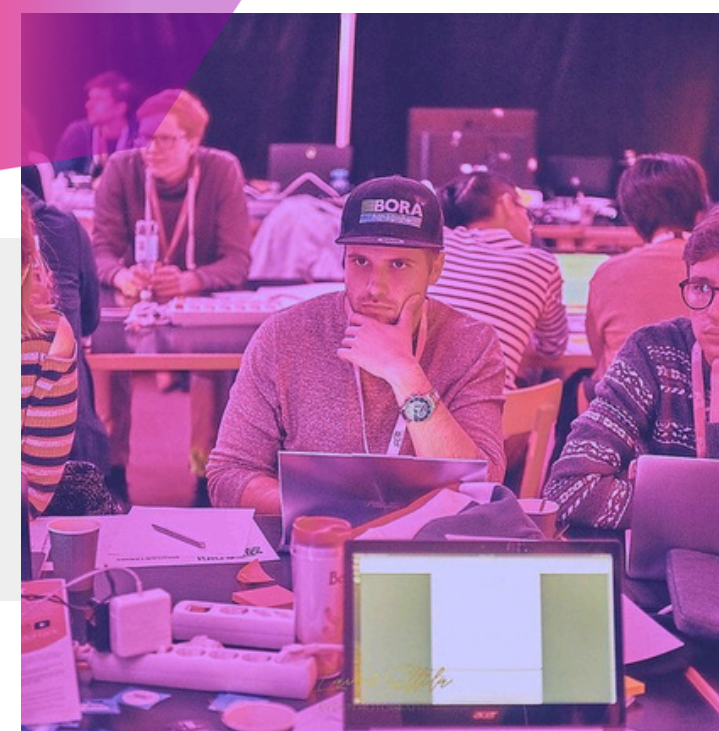
01 OVERVIEW
1.1 - ABOUT THE INITIATIVE (4 EDITIONS)

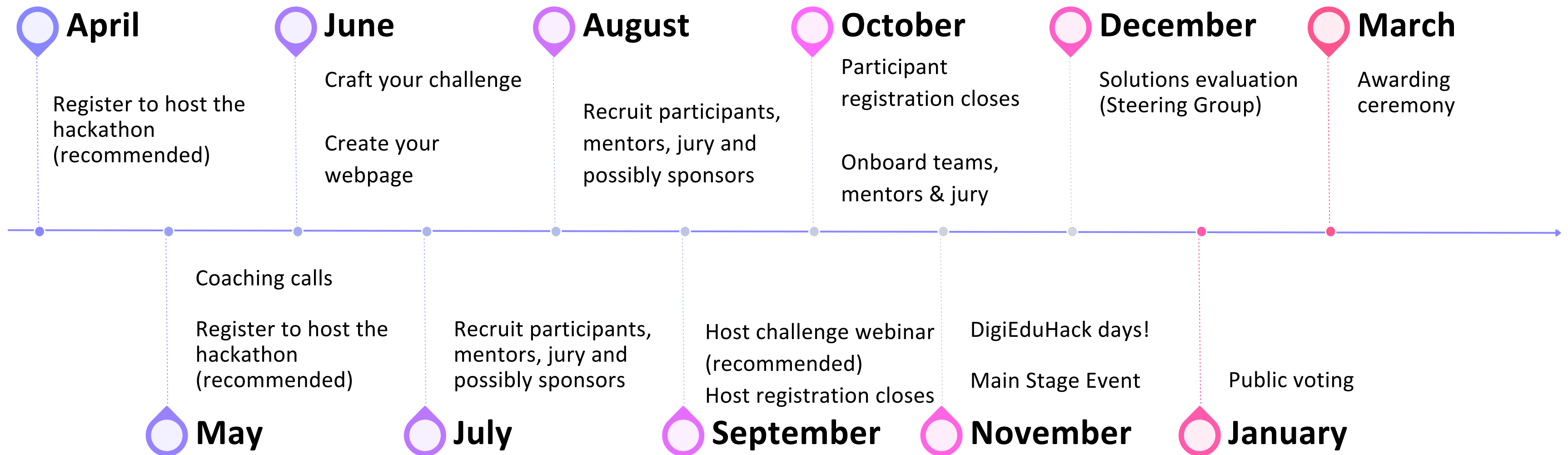**8.465**
participants

867
solutions created

306
host organisations

181
local events

01 OVERVIEW
1.2 - KEY PROJECT MILESTONES

DIGI EDU HACK 2024

April

Register to host the hackathon (recommended)

May

Coaching calls

Register to host the hackathon (recommended)

June

Craft your challenge

Create your webpage

July

Recruit participants, mentors, jury and possibly sponsors

August

Recruit participants, mentors, jury and possibly sponsors

September

Host challenge webinar (recommended)

Host registration closes

October

Participant registration closes

Onboard teams, mentors & jury

November

DigiEduHack days!

Main Stage Event

December

Solutions evaluation (Steering Group)

January

Public voting

March

Awarding ceremony

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02 HOST MATERIALS

2.1 Blueprint

2.2 Host guide

2.3 Other support resources

WHAT'S INCLUDED

- The basics of a hackathon
- Local hackathon categories
- Key project milestones
- Registration process and publishing your challenge
- Support for hosts
- Main Stage Event and evaluation criteria

WHAT'S INCLUDED

- Build The Foundations
- Recruit Participants
- Event Day Planning
  - Offline Event
  - Online Event
  - Blended Event

- Event Day Logistics
- Event Day Comms & Promotion
- Suggested Tools
- Evaluation process

Support materials and resources can be found at https://digieduhack.com/participate/host.
Materials include:

- Sponsor recruitment best practices
- Sponsor recruitment slide deck
- Marketing kit
- Local challenge examples
- Boilerplate hackathon challenges per category
- Website guidelines
- FAQ
- Discord server

DIGI EDU HACK 2024

Learning Opportunities – webinars

During the DigiEduHack promotion period a series of online *learning opportunities* webinars will be held. The webinars are livestreamed as well as recorded to be watched later. You can find the Learning Opportunities channel here: https://www.youtube.com/@digieduhack

DigiEduHack, The Podcast

We also offer a podcast series with useful insights to the DigiEduHack project, as well as tips and support on how to host your own hackathon.

You can find the podcast on Spotify or Soundcloud

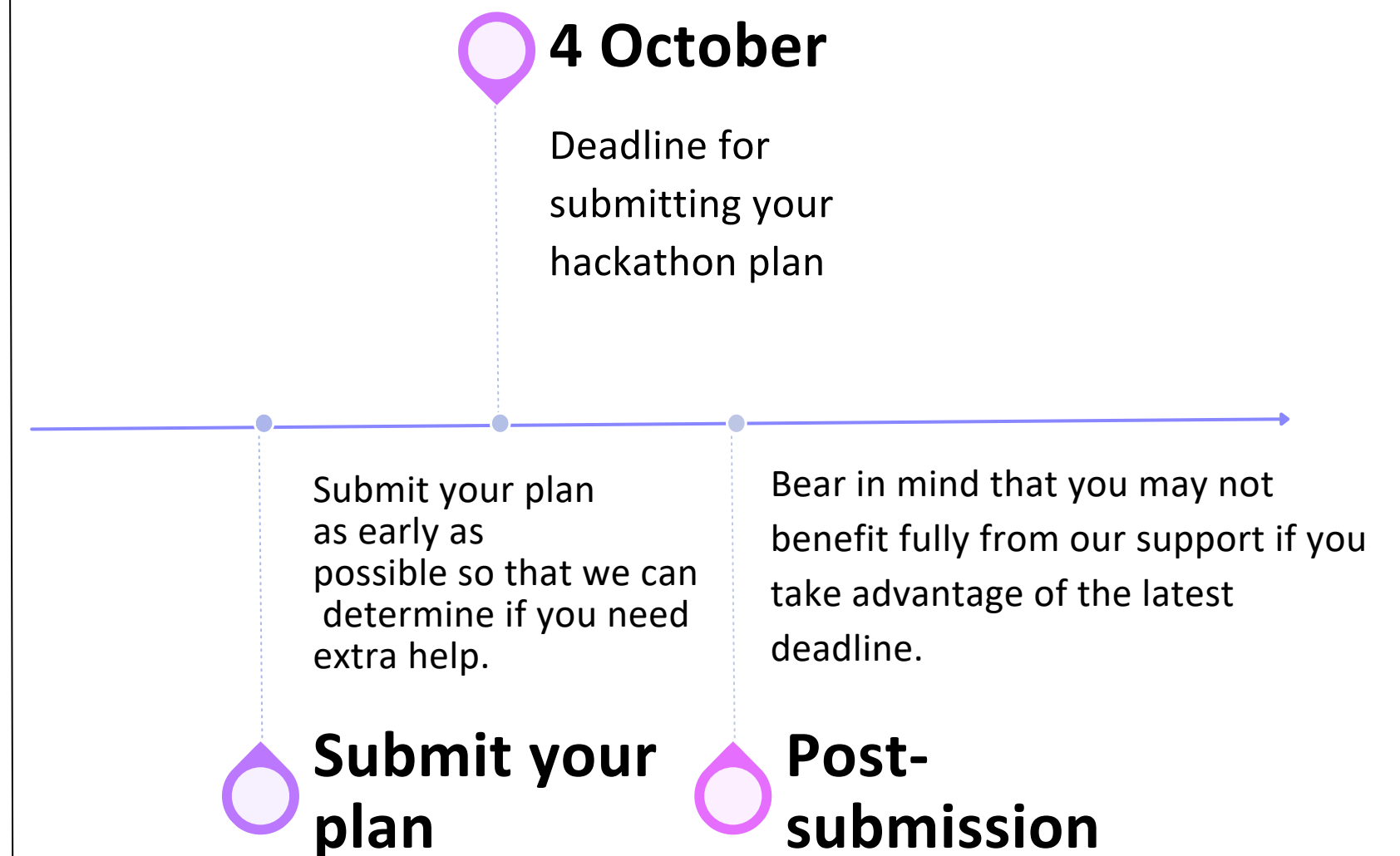European Commission

03 PROJECT PLAN

3.1 What is it?

3.2 What is for you to provide?

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The project plan is designed to **help you prepare** for your hackathon and help us as organisers to identify which hosts might benefit from **extra support**.

4 October

Deadline for submitting your hackathon plan

Submit your plan as early as possible so that we can determine if you need extra help.

Bear in mind that you may not benefit fully from our support if you take advantage of the latest deadline.

Submit your plan

Post-submission

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WHAT TO PROVIDE

- Basic information - contact, demographics
- Work plan - weekly high-level tasks planned
- Participant recruitment plan
- Key info e.g. target number of participants and teams; session dates
- Hackathon agenda
- Self-assessment (where you might need help)

04 COMMUNICATION

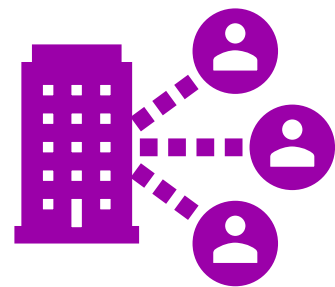**4.1** How to get in touch with us

04 COMMUNICATION
HOW TO GET IN TOUCH

DISCORD
Enjoy continuous host support on our Discord server at https://discord.gg/kvt6aCPpuV

EMAIL
Reach out to us anytime at contact@digieduhack.com and expect an answer within roughly one business day!

AD HOC CALLS
Do not hesitate to contact us by **email** or **Discord** to schedule a call as needs arise.
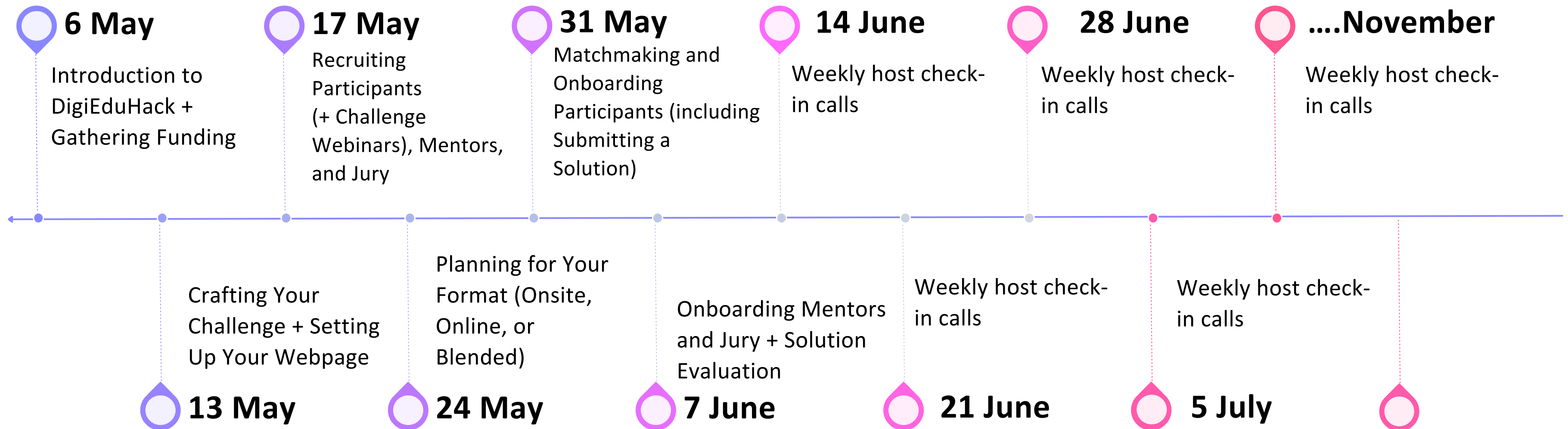
05 COACHING CALLS

5.1 Agenda: What comes next?

5.2 Where to find videos and slides later?

05 COACHING CALLS
5.1 - AGENDA: WHAT COMES NEXT?

DIGI EDU HACK 2024

6 May
Introduction to DigiEduHack + Gathering Funding

17 May
Recruiting Participants (+ Challenge Webinars), Mentors, and Jury

31 May
Matchmaking and Onboarding Participants (including Submitting a Solution)

14 June
Weekly host check-in calls

28 June
Weekly host check-in calls

….November
Weekly host check-in calls

Crafting Your Challenge + Setting Up Your Webpage
13 May

Planning for Your Format (Onsite, Online, or Blended)
24 May

Onboarding Mentors and Jury + Solution Evaluation
7 June

Weekly host check-in calls
21 June

Weekly host check-in calls
5 July

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All materials, videos and recordings from the coaching calls will be shared with you after each session. We aim to provide the calls material within one week after each call. You can find the materials on:

The website

You can find the slides and videos from the coaching calls on the website after the session at **https://digieduhack.com/participate/host**

Discord

The recordings and all materials from the sessions will also be posted in **Discord** in the **resources forum** channel!

Youtube

The replay and associated materials will be in a playlist.

AGENDA: PART II - HOW TO GET FUNDING

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01 - SPONSOR RECRUITMENT: BEST PRACTICES

02 - SPONSOR RECRUITMENT LETTER

03 - WHAT CAN BE SPONSORED?

04 - SECURING PARTNERS
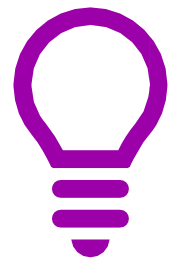
05 - ENGAGING PARTNERS

06 - GRANTS

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01 SPONSOR RECRUITMENT
BEST PRACTICES

DIGI EDU HACK 2024

1. Identify potential partners

3. Develop proposal

5. Schedule meetings

7. Promo opportunity

9. Show gratitude

2. Leverage connections

4. Tailor your pitch

6. Showcase past success

8. Regular updates

10. Build relationship

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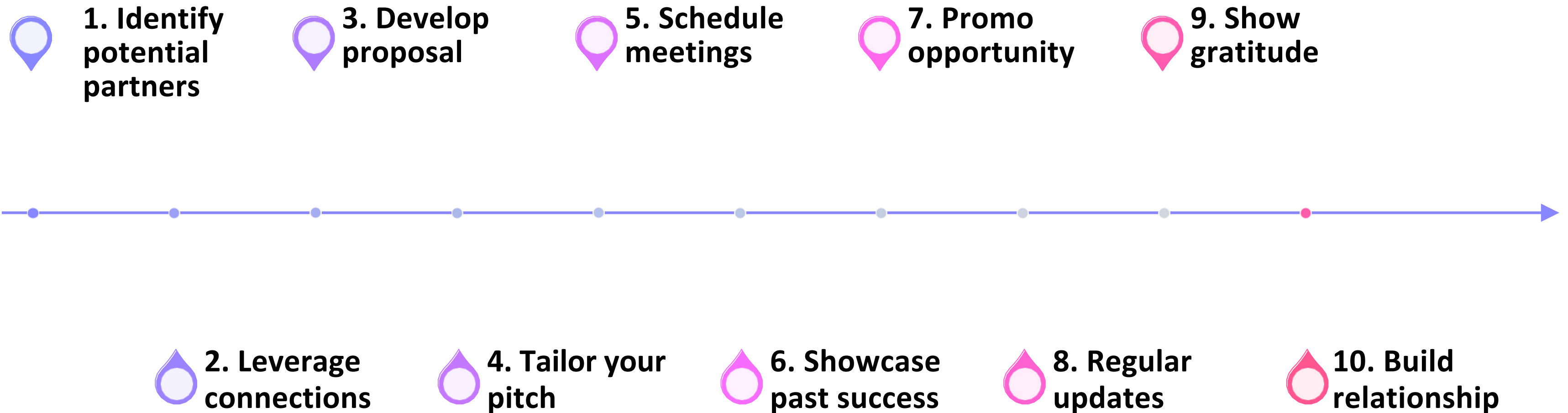
01 SPONSOR RECRUITMENT
IDENTIFY POTENTIAL SPONSORS

Create a list of potential sponsors that **align with your hackathon's theme or focus**. Consider businesses, organisations, or individuals that have an interest in education, training, technology, innovation, or the specific problem your hackathon is addressing.
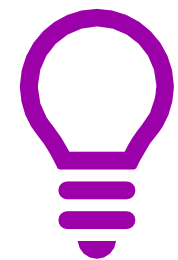
01 SPONSOR RECRUITMENT
LEVERAGE CONNECTIONS
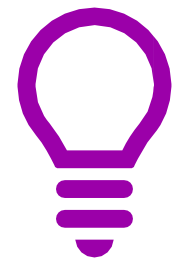
Reach out to your **personal or professional network** to identify potential sponsors. Word-of-mouth recommendations and warm introductions can be more effective than cold outreach.

01 SPONSOR RECRUITMENT
DEVELOP A PROPOSAL

Create a professional and comprehensive sponsorship proposal that **outlines the event's details, objectives, target audience, and benefits for the sponsor.** Include various sponsorship **tiers** and packages, clearly defining the value proposition and deliverables at each level.
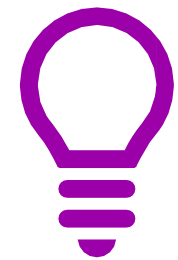
01 SPONSOR RECRUITMENT
TAILOR YOUR PITCH

Customise your pitch to each potential sponsor by demonstrating how the event aligns with their brand, goals, or interests. Show how their support can help increase brand awareness, gain access to potential talent, or showcase their commitment to innovation and community development.
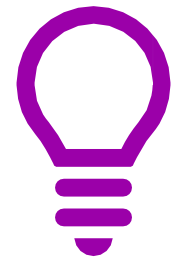
01 SPONSOR RECRUITMENT
SCHEDULE MEETINGS OR CALLS

Arrange meetings or calls with potential sponsors to **discuss** the event, answer questions, and present your proposal. Be prepared to **address any concerns** or negotiate sponsorship terms.
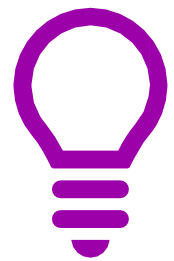
01 SPONSOR RECRUITMENT
SHOWCASE PAST SUCCESS

If you have previously organised successful hackathons or similar events, **share testimonials**, case studies, or statistics that demonstrate the impact and value generated for past sponsors.
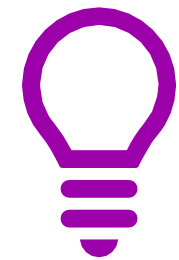
01 SPONSOR RECRUITMENT
OFFER PROMOTION OPPORTUNITIES

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Clearly outline the **promotional opportunities** available to sponsors, such as logo placement, social media mentions, speaking opportunities, or opportunities to engage with participants during the event.

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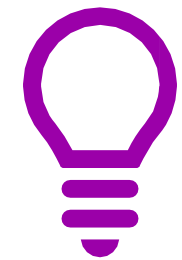
01 SPONSOR RECRUITMENT
REGULAR UPDATES

Once you secure a sponsorship, **keep the sponsor informed** about the event's progress, including participant numbers, media coverage, or other relevant updates. **Maintaining open communication** fosters a positive relationship and increases the chances of future collaborations.
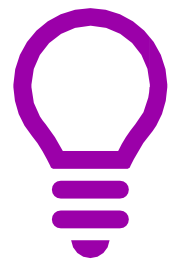
01 SPONSOR RECRUITMENT
SHOW GRATITUDE

Thank your sponsors for their support and acknowledge their contribution during the event and in post-event communications. After the hackathon, **provide a report** detailing the event's success and the sponsor's impact, and share any relevant photos or videos.

01 SPONSOR RECRUITMENT
BUILD RELATIONSHIPS

Aim to **develop ongoing relationships** with your sponsors. Stay in touch, update them on future events, and explore opportunities for continued collaboration.

HOW TO USE A RECRUITMENT LETTER

Use our **sample letter** or create your own!

Make sure to **personalise** each letter as much as possible.

Try to schedule a follow-up or other **call-to-action** to move the sponsorship process forward.

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02 SPONSOR RECRUITMENT DECK

HOW TO USE THE RECRUITMENT SLIDE DECK

○ **Update** the personal fields (e.g.: contact information) and other areas as you choose to use our sponsor recruitment deck;

○ Use the slide deck as a **template** from which to create your own using the DigiEduHack 2023 visual identity;

○ Use it as the basis of a presentation to **share** the DigiEduHack sponsorship / partnership opportunity;

○ **Send** it to your prospects as an email attachment (don't forget to save the final version as a PDF!).

○ **Storytelling** is key! Include the prospect's identity and values in your project story. i.e. Sustainability is a key aspect of your event, hence you want this slow food, local sourced vegan restaurant to be your catering partner.

MATERIAL / FINANCIAL

A clear form of sponsorship is financial – the sponsor gives you money in exchange for some value to them. We highly advise that you use any funding partly as a prize pool. Communicate that the prize is financed by your sponsor: this is good visibility for them, and an extra selling point for you.

Sponsors can contribute without exchanging money. They can offer a venue, a discount on meals or hotel, rewards like exclusive swag or objects (tablet, book, headset, etc) or a service like filming, etc.

OPPORTUNITIES

Trips, internships, mentoring, networking, visibility - there are all kinds of non-material things that sponsors can offer or assist with.

Brainstorm on what you - and/or your participants - might need to access before or during the event.

Maybe these opportunities function as prizes as well.

TIME

Do not overlook time and human resources as a sponsored item.

Maybe sponsors cannot offer you things with a direct cost, but they can offer time from skilled, experienced, knowledgeable people.

Consider what human resources, skills, and knowledge sponsors can provide you access to.

04 SECURING PARTNERS

MAKE IT OFFICIAL

- Double **check with your legal department**/advisors when it comes to financial donations and prize payments (tax, etc);
- **Put things in writing**: sign a partnership contract;
- Include: duration of partnership, duties of each party, what is being exchanged under which circumstances, and any other relevant clause.

05 ENGAGING PARTNERS

HOW TO KEEP PARTNERS INVOLVED

- Offer a weekly or other regular **meeting** to keep your partners up-to-date with the latest details of your project;
- Send meeting **minutes** as a recap (especially useful for those who cannot attend).
- Make sure partners are actively **sharing** information about the event through their communications channels (e.g. newsletters, their network of contacts) and resharing any social media posts you may create – if that is part of your partnership deal;
- Don't forget to continuously **thank** them for their support!

06 GRANTS

NARROW DOWN OPTIONS BASED ON YOUR NEEDS

1. Define the budget for your event: how much outside funding/resources do you need?
   This will help you narrow down the selection of grants.

2. Define your sector and stakeholders: i.e. higher education students or startup owners as your participants, is your event local or national, etc.

3. Define your idea for a project: i.e. support youth, culture, education, business, social or societal aspects, sustainable development, etc.

4. Define what part(s) of your project you needed funding/resources for: i.e. cover travel costs of your experts/mentors.

06 GRANTS

FIND AND APPLY FOR A GRANT

1. Search for grant portals based on your defined idea.
   Keep in mind that **foundations** might be faster to give you an answer.

2. Get to know the project scope and study your eligibility.
   Multiply by 1,5x your estimated grant proposal writing time & take care of the needed annexes. Book your time ahead to stay on top of it.

   One option is to create a larger project and include your hackathon(s) as part of it. Hackathons are great opportunities for stakeholder engagement, co-design/co-creation processes, innovation, etc.

   No matter the results, save your work and the feedback of the grant provider to support you next year.

Type	Definition
Research: Project Grants & Innovation	Funding for activities that increase overall knowledge about a field and allow a researcher to tackle a specific problem or develop a specific idea.
Scholarships, Training, or Bursaries	Funding in the form of scholarships, internships, or specialised training that advances the individual's knowledge of the area, not the area itself.
Prizes and Awards	Monetary or other awards presented in recognition of accomplishments in the arts, sciences, or humanities.
Equipment & Materials or Facility Use and Construction	The purchase or use of equipment, materials, or special facilities required to conduct the project. Does not include general expenses.
Travel	Funds for travel expenses arising from programmes.

06 GRANTS

Type	Definition
Collaboration Opportunities & Networking	Funding for any collaborative activity between people working at two or more institutions or in two or more disciplines.
Institutional, Programme, or Curriculum Development	Used to develop or provide a programme to benefit the public, or to develop or provide a curriculum, a course, or other types of training or instruction for the public or for those in a traditional educational setting.
Conferences, Events, or Seminars	Funding to either attend or organise a conference, seminar or affiliated event.
Tenders	An agreement to conduct a specific project or task with stated outcomes.

YOUR QUESTIONS

contact@digieduhack.com