

# ScottyLabs Sponsorship Packet

2024-2025



# About Us



## Our Mission

To foster a community of passionate, interdisciplinary leaders that use design and technology to achieve more.

## About ScottyLabs

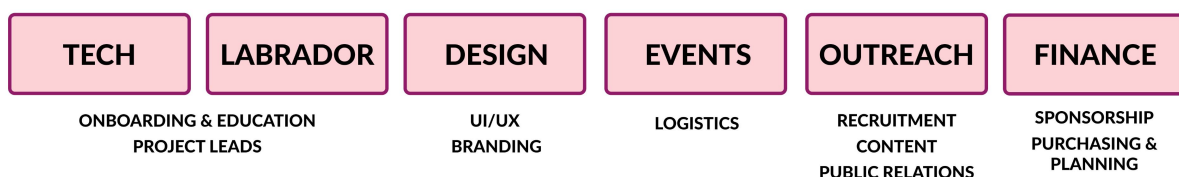
ScottyLabs is Carnegie Mellon's premier developer club. We are a group of builders, designers, and organizers, passionate about building useful software projects and hosting educational events for our community.

ScottyLabs aims to give students practical experience working on software projects that have an immediate impact on the Carnegie Mellon campus and beyond.

## What Sets Us Apart

- Now in our 14th year, ScottyLabs has become part of the CMU campus fabric.
- ScottyLabs services are used by thousands of students each month.
- We host TartanHacks, the largest hackathon in the Greater Pittsburgh area, with 400+ hackers.
- Our six interdisciplinary committees work side-by-side to create tech-driven impact.

## Organization Structure



# Our Members

As a sponsor of ScottyLabs, you will have access to our extensive and talented member pool and the opportunity to work closely with top Carnegie Mellon students through sponsor presence and recruiting events.

## Our Stats

**794** current members on mailing list

**1,189** members on Slack workspace

**15.6k** monthly visitors to scottylabs.org

**90k+** annual users of ScottyLabs services

## Where We Go

Our members have interned and worked at:



# Tech Projects

ScottyLabs designs and develops a variety of tech services geared towards improving the CMU campus experience. We also develop our TartanHacks registration system and dashboard app in-house.

## CMU Courses

[cmucourses.com](https://cmucourses.com) | 19K visits/yr

CMU's go-to course browser. CMU Courses is the only service bringing together course information, schedules, course ratings, and instructor ratings.

## CMUEats

[cmueats.com](https://cmueats.com) | 36K users/yr

Our one-stop-shop for navigating campus dining locations. Current hours, menus, and daily specials are just a click away.

## TartanHacks Registration

[register.tartanhacks.com](https://register.tartanhacks.com) | 1K users/yr

An in-house registration portal for TartanHacks with built-in team formation. Also includes an admin dashboard for viewing applications, confirming applicants, and analyzing hacker demographics.

## TartanHacks Dashboard

[dashboard.tartanhacks.com](https://dashboard.tartanhacks.com) | .5K users/yr

A mobile app provided to hackers to navigate TartanHacks. Allows users to view the official schedule, check-in to events, and submit their projects.

## Lost & Found

[lostandfound.andrew.cmu.edu](https://lostandfound.andrew.cmu.edu) | 6K visits/yr

CMU's official lost-and-found website, adopted and maintained by ScottyLabs.

## Scotty.lol

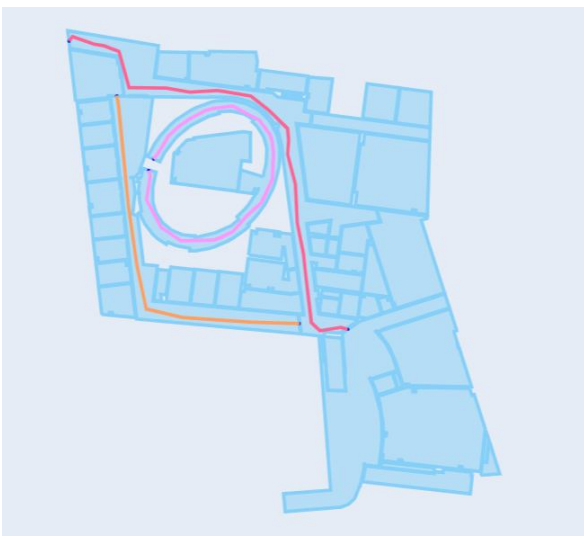
[scotty.lol](https://scotty.lol) | 27K visits/yr

An exciting search tool for CMU, our very own implementation of Facebook's internal bunnylol search tool.



# What's New

In addition to our suite of established projects, ScottyLabs members are hard at work developing new and innovative ideas. We've selected a few early-stage projects that we're especially excited about:



## CMU Maps

Providing detailed maps with indoor room-level navigation for the entire Carnegie Mellon campus. [cmumaps.com](https://cmumaps.com)

## CMUSeats

Study space tracker for on-campus tables, using crowdsourced data to give real-time predictions of seat availability.



## CMUCal

Office hours, supplemental instruction, and academic support sessions curated for you.

## Green

Expense and grocery tracking for college housemates made easy. Automated receipt splitting and shopping list management.

## ScottyLabs Brand

Unified design language and frontend library for all ScottyLabs applications.



# TARTAN HACKS 24

## TartanHacks

TartanHacks is the most-attended, longest-running, and **highest-quality hackathon** in the Greater Pittsburgh Region. For over a decade, we have provided over 400 annual CMU and national students the opportunity to showcase their skills (while having fun!) in a 24-hour hackathon.

The three pillars of TartanHacks are **innovation**, **creation**, and **education**. We encourage and welcome everyone to participate, as we aim to make TartanHacks a friendly environment for all participants, especially for underrepresented and minority groups.

### TartanHacks 2024 Stats:

**1,019** applications received

**403** hackers

**89** submitted projects

**47%** first-time hackers





# ScottySpark

ScottySpark is an annual one-day **pitch competition** for technology solutions to improve the Carnegie Mellon campus experience. Teams of students ideate and pitch their proposals to judges and compete for various prizes. These proposals are evaluated for **technical innovation** and **business viability**, tapping into the entrepreneurial side of our organization.



# Nova

During Nova: Emerging Technologies Week, participants spend a week building **cutting-edge technology**, attending talks and workshops, and learning from **industry mentors**. The event culminates in a **final showcase** at the end of the week in which groups present a project incorporating an emerging technology they learned about.



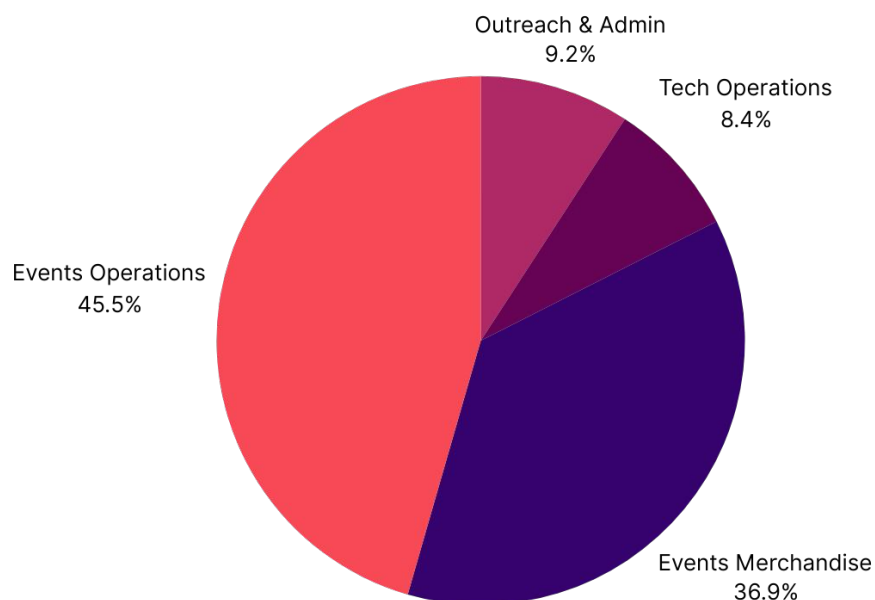
# Why Sponsor Us?

As Carnegie Mellon University's leading software development club, **ScottyLabs has become part of the campus fabric over the last 14 years.** We are dedicated to creating technology to serve the CMU community and beyond: our products reach nearly **10,000 students**, and we host TartanHacks, the largest hackathon in Pittsburgh, with **400+ participants**.

Sponsoring ScottyLabs provides access to some of the **brightest minds** at CMU, along with **unprecedented reach** through our projects and events. ScottyLabs has historically created an outsized impact from a limited budget. Your support will help us take the organization to the next level:

- Events** 500+ hackers and 100+ projects at TartanHacks 2025 (mid-February), and bolstered operations at our other educational events.
- Projects** Over 80% of campus using ScottyLabs services, and support for new projects (e.g. CMUMaps, CMUSeats) poised to benefit thousands of students.
- Members** Guest speakers and social events, creating a culture at ScottyLabs that extends beyond our work.

## Spending Breakdown





| Benefits   | Bronze<br>\$2.5k | Silver<br>\$5k | Gold<br>\$10k | Diamond<br>\$15k+ |
|--|------------------|----------------|---------------|-------------------|
| <b>Logo on Website</b> (16k monthly visits)  | ✓                | ✓              | ✓             | ✓                 |
| <b>Logo on Club Projects</b> (90k annual users)  | ✓                | ✓              | ✓             | ✓                 |
| <b>Nova/ScottySpark</b> <ul style="list-style-type: none"> <li>• Logo on event merch &amp; presentations</li> <li>• 30-minute talk or workshop</li> <li>• Resume book</li> <li>• Prize track</li> </ul>  | ✓                | ✓              | ✓             | ✓                 |
| <b>General Club Meetings</b> <ul style="list-style-type: none"> <li>• Logo on presentations &amp; social media</li> <li>• Publicity posts &amp; emails</li> <li>• General Body Meeting (GBM) talk</li> <li>• ScottyLabs internal coffee chat</li> <li>• ScottyLabs internal resume book</li> </ul> |                  | ✓              | ✓             | ✓                 |
| <b>Brand Presence at TartanHacks</b> <ul style="list-style-type: none"> <li>• Logo on event merch &amp; presentations</li> <li>• Exclusive Discord server roles/channels</li> <li>• Expo tabling at hackathon</li> </ul>   |                  | ✓              | ✓             | ✓                 |
| <b>Enhanced Presence at TartanHacks</b> <ul style="list-style-type: none"> <li>• 30-minute sponsor talk</li> <li>• TartanHacks prize track</li> <li>• TartanHacks resume book</li> </ul>   |                  |                | ✓             | ✓                 |
| <b>Premier Presence at TartanHacks</b> <ul style="list-style-type: none"> <li>• 10-minute Opening Ceremony talk</li> <li>• 1-hour sponsor talk</li> <li>• Largest logo on TartanHacks branding</li> </ul>  |                  |                |               | ✓                 |
| <b>Exclusive recruiting workshops and priority brand placement on request</b>  |                  |                |               | ✓                 |

Please email us at [hello@scottylabs.org](mailto:hello@scottylabs.org) with any questions.

Your contribution may be tax deductible to the fullest extent permitted by law; please consult a tax professional for guidance.



# Contact Us



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