BLDRS Hack'27

Sponsorship Prospectus

20 February 2027

Polaris Institute of Technology, Bengaluru



ABOUT THE EVENT

Introduction

BLDRS Hack’27 is a day long buildathon. On 20 February 2027, 800 builders in Bengaluru will work in teams of four across Hardware, AI, Enterprise and an open Wildcard track, with mentors and judges on the floor through the day.

Each team has 8 Hrs to ship a working prototype for the problem statement it has chosen.

Throughout the build, BLDRs can turn to mentors for guidance. Teams build with the tools and products provided by our sponsors and the organising team, which together form the toolchain for the hackathon.



20 Feb 2027

8 Hrs build

800 builders

WHY BLDRS HACK'27

The problem we're solving

Skilled builders often work in silos. Hardware people stay with hardware people, AI teams with AI teams, and enterprise developers rarely see what either group is building.

Most hackathons do little to change that. Problem statements are written for the weekend, mentors drop in for an hour, and the projects end at the demo with nothing anyone keeps using.



01

Real problem statements

Challenges come from sponsors and industry partners who face them today, with enough context for a team to start building at once. Teams that solve them leave with work a sponsor can test after the event.

02

Mentors on the floor all day

Mentors and sponsor engineers stay through the build, with scheduled mentor rounds and open time in between. Teams get help at the point where they are stuck.

03

Your tools in BLDRs hands

Sponsors bring APIs, credits, hardware & documentation, and teams use them in what they ship. By the evening you have working integrations and feedback from developers who used your product under a deadline.

WHO WILL BE IN THE ROOM

800 builders under one roof

We aim to select builders ranging from engineers to designers and from PMs to hardware makers, on the strength of what they have built, with far less weight on where they study. Around 1,800 applications are expected and 800 will be selected, so the room leans toward people who can already show their work.



Saturday 20 February 2027
One day, 8 Hrs build

Polaris Institute of Technology
Bengaluru

1,800	800	200	4	8 Hrs	15+
applications expected	builders selected	teams of four	tracks	build window	mentors on the floor

WHERE TEAMS BUILD

Four tracks

Every team builds in one of four tracks, and each track has its own judging and finals.

Track	Teams and builders	What teams build	What we provide
01 Hardware	**40 teams** 160 builders	Devices that sense, move and assist. Teams work on sensing for energy, water and air, assistive devices, robotics and edge AI.	A component library, hardware devices and soldering benches.
02 AI	**70 teams** 280 builders	Software that works with language, images and speech. Areas include agents and copilots, multimodal apps, Indic language tools, and evaluation and safety.	Model API and GPU credits, datasets and office hours.
03 Enterprise	**50 teams** 200 builders	Tools that make work inside companies faster and safer. Teams take on internal tools, workflow automation, fintech and B2B SaaS, and data security.	Cloud credits, sandbox APIs and enterprise mentors.
04 Wildcard	**40 teams** 160 builders	Open to any problem and any stack, judged on originality and potential. A sponsor can also shape this track around a focus area the first three do not cover.	Talk to us early if you want to shape this track.

01

Hardware

40 teams **160** builders **1** sponsor slot



TRACK 01

Devices that sense, move and assist.

FOCUS AREAS

On-device AI

Models that run on the device itself, at the edge.

Phone-based sensing

Using the phone's own sensors to measure and assist.

Energy, water and air

Sensing that tracks energy use, water and air quality.

Assistive devices and robotics

Devices that move and help people day to day.

WHO BUILDS HERE

Embedded engineers, makers, roboticists and product designers.

WHAT JUDGES LOOK FOR

A working device that senses or acts, built in 8 Hrs.

TOOLKIT

- Component library
- Hardware devices
- Soldering benches

BLDR COLLECTIVE
BUILDER LEARNER DESIGNER RESEARCHER

02

AI

70 teams **280** builders **1** sponsor slot



TRACK 02

Software that works with language, images and speech.

FOCUS AREAS

Agents and copilots

Software that plans and acts alongside its user.

Multimodal apps

Apps that work across language, images and speech.

Indic language tools

Tools built for Indian languages and their speakers.

Evaluation and safety

Ways to check that AI systems behave as intended.

WHO BUILDS HERE

ML engineers, full-stack developers and product designers.

WHAT JUDGES LOOK FOR

A working prototype that solves its problem statement.

TOOLKIT

- Model API and GPU credits
- Datasets
- Office hours

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03

Enterprise

50 teams **200** builders **1** sponsor slot



TRACK 03

Tools that make work inside companies faster and safer.

FOCUS AREAS

Internal tools

Tools that make work inside companies faster.

Workflow automation

Automating the repeated steps of everyday work.

Fintech and B2B SaaS

Products companies use to run their business.

Data security

Keeping company data safe as work speeds up.

WHO BUILDS HERE

Backend and full-stack developers, PMs and security engineers.

WHAT JUDGES LOOK FOR

A working tool a company could put to use.

TOOLKIT

Cloud credits · Sandbox APIs · Enterprise mentors

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04

Wildcard

40 teams **160** builders **1** sponsor slot



TRACK 04

Open to any problem and any stack.

FOCUS AREAS

Design

Products where design is the core of the idea.

Social impact for NGOs

Builds that directly address problems NGOs face.

Tech in non-profits

Product and tech integration for non-profits.

A focus you shape

An area the first three tracks do not cover.

WHO BUILDS HERE

Designers, PMs and builders from any stack.

WHAT JUDGES LOOK FOR

Originality and potential.

TOOLKIT

Talk to us to shape it

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WHAT YOU GET

Why sponsor

01

Developer adoption

Teams build with your tools for 8 Hrs, so adoption shows up in working code. We aim for 60% of teams to build with at least one sponsor tool or API, and every project goes into the public gallery.

02

Hiring pipeline

Builders can opt in to share their resumes, with a target of 250 opted-in resumes. Sponsors also get fast-track interviews with finalists, after watching them work through a full day.



03

Product feedback

You see working integrations the same day, along with candid feedback from developers who used your product under a deadline. Your engineers hear first-hand where teams got stuck.

04

Brand presence

Your name appears on the main stage and on the shirts worn by all 800 builders. The livestream and the public project gallery take it to people outside the venue.

60%

of teams building with at least one sponsor tool or API, our target

250

opted-in resumes, our target

ON THE DAY

What your team does on the day

Ways your engineers, recruiters and DevRel team can spend the day with builders.



Set a challenge

Bring a real problem statement for teams to build against through the day. Challenges come with the Title, Track and Gold packages.

Run a workshop

Lead a 40 minute session on your tools during the build window. Teams learn your product at the moment they are choosing what to build with.

Mentor teams

Your engineers move between tables across the mentor rounds and help teams as they build. They see first-hand how developers use your product.

Recruit

Review opted-in resumes and meet finalists through fast-track interviews. You meet candidates after watching them build for a full day.

Fund a prize

Add a prize of your own on top of the event prize pool. It rewards the teams that do the best work with your tools.

PROPOSED SCHEDULE · SATURDAY 20 FEBRUARY

Run of show

8 Hrs build
10:00 to 18:00

08:00	Check-in and breakfast
09:00	Opening keynote and rules
10:00	Hacking begins
12:00	Workshops and mentor round 1
13:00	Lunch
15:00	Mentor round 2 and checkpoint
18:00	Submissions freeze
18:15	Demo expo and track judging
19:15	Track finals, top 5 per track
20:00	Grand finale, sponsor awards and closing



PACKAGES

Sponsorship tiers



Tier	Price (USD)	Slots	Closes	What's included
Title	**$12,000**	1	30 Nov 2026	"Presented by" naming, opening keynote, dedicated challenge, 10 recruiter passes, mentor seats, logo on shirts and site, and a tool listing
Track	**$7,000**	4	15 Jan 2027	Track naming, challenge and prize, 4 mentor seats and a workshop. Covers Hardware, AI, Enterprise or the Wildcard track, which a sponsor can shape around its focus.
Gold	**$3,000**	4	15 Jan 2027	A tech talk or workshop, 2 mentor seats, your logo on shirts and site, and a tool listing
Silver	**$2,000**	6	30 Jan 2027	Your logo on site, 1 mentor seat and a tool listing
Community	**$1,000**	8	30 Jan 2027	Your logo on site, swag in the welcome kit and a tool listing

Every tier includes swag in the welcome kit. All prices in USD, exclusive of 18% GST. Cloud credits, hardware and licences are welcome on top of any package.

COMPARE PACKAGES

Sponsorship benefits

Benefit	Title	Track	Gold	Silver	Community
“Presented by” naming	✓				
Opening keynote	✓				
Dedicated challenge	✓				
Recruiter passes	10				
Track naming		✓			
Challenge and prize		✓			
Mentor seats	4	4	2	1	
Workshop or tech talk		✓	✓		
Logo on shirts	✓		✓	✓	
Logo on site	✓	✓	✓	✓	✓
Swag in welcome kit	✓	✓	✓	✓	✓
Tool listing	✓		✓	✓	✓



ADD-ONS

Other sponsorship opportunities

Items a company can support on its own or alongside any package.



Item	Price (USD)	What it covers
Internet and Wi-Fi	**On request**	Venue wide internet for 800 builders during the 8 Hrs build.
Video coverage and livestream	**On request**	Filming of the day and the livestream of the opening and finale.
Lanyards	**On request**	Lanyards worn by every builder, mentor, judge and volunteer.
T-shirts	**On request**	Production of the event shirts worn by all 800 builders.
Meals and coffee	**On request**	Breakfast, lunch and coffee for everyone through the day.
Prize pool contribution	**On request**	A share of the event prize pool, awarded at the grand finale.
Hardware kits	**On request**	Components and kits for teams in the Hardware track.

These items help cover the cost of running the event. Each comes with logo placement and a mention in our social posts. Prices are exclusive of 18% GST.

TIMELINE

Key dates and what you receive

30 Nov 2026
Title package closes

7 Dec 2026
Applications open, sponsors announced

15 Jan 2027
Track and Gold packages close

29 Jan 2027
Applications close

20 Feb 2027
BLDRS Hack'27 in Bengaluru

7 Mar 2027
Sponsor report delivered

Your post-event report

Every sponsor receives a report of measured results within 14 days of the event. It covers the following.

- Applications and builders reached
- Teams that used your tool or API
- Challenge submissions and finalists
- Opted-in resumes and interview leads
- Livestream and gallery views
- Participant feedback on your session



Resumes are shared only when the builder has opted in.

ORGANISED BY

BLDR COLLECTIVE

BUILDER LEARNER DESIGNER RESEARCHER

BLDR Collective is a community of builders working across technology, design and policy. It is built around what people contribute to one another, so members come to contribute as much as to learn. We work with existing local communities across Indian cities and let each event take the shape of the community that hosts it.



200,000+

BLDRs impacted

20+

countries

100

hackathons and buildathons

50+

partners

ROOMS WE'VE RUN

FIDE | IIM Shillong | IIT Delhi Research Park | IIT Guwahati | IIM Ahmedabad | Korea Startup Center | Google Bangalore | Asia-Pacific Innovation Academy Beijing | Circle.Work

BUILDER DATA

Privacy

Resumes are shared only when the builder has opted in.

A written report covering reach, tool usage, submissions and opted-in resumes.



CONTACT

Let’s build together

Pick the package that fits your team and write to us to reserve your slot.

The Title slot closes on 30 November 2026.

Flexibility

Have something specific in mind? We are happy to tailor a package to your goals.

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Sponsorship enquiries

