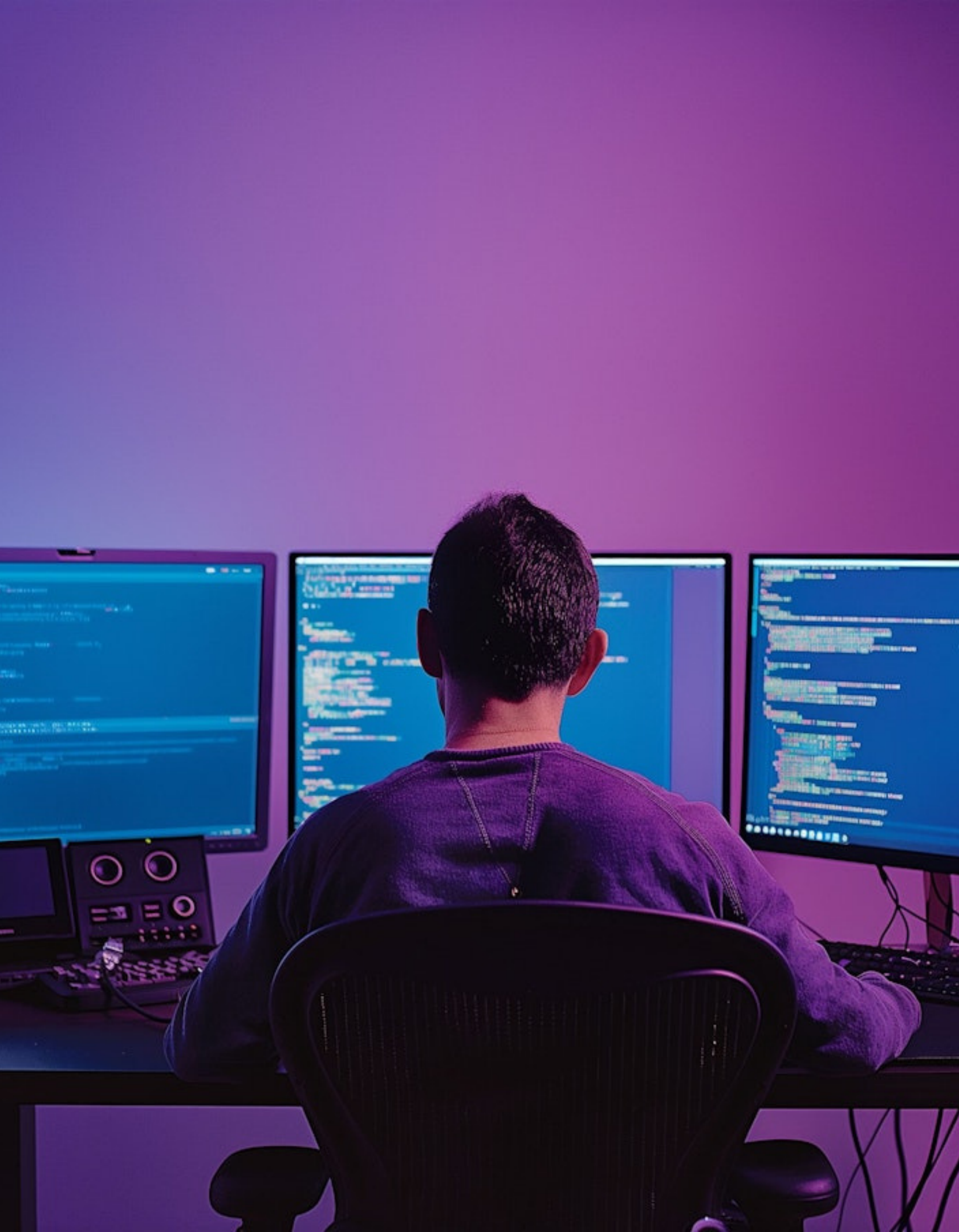


SPONSORSHIP PROSPECTUS

MOBILE AI HACKATHON

Melbourne · August 2026



THE OPPORTUNITY

AUSTRALIA'S PREMIER ON-DEVICE AI APP HACKATHON

Come and build the future of apps for Apple Platforms with the latest technologies.

A weekend where teams of developers, designers and builders craft incredible AI-powered mobile applications using the newest Apple and industry technologies.

ABOUT

THE EVENT



FORMAT

A ~36-hour in-person build sprint. Teams form on Saturday morning; present their demo on Sunday.



WHERE & WHEN

Melbourne CBD at an innovative venue.
August 29th & 30th, over a single weekend.



THEME

Apple Platforms: Mobile AI, on-device models, AI-native apps, and intelligent mobile experiences.

100-150

Est. Turnout

36h

Hackathon fun

20

Est. Projects

1

Epic weekend of community building

THE THEME

MOBILE AI, BUILT IN THE OPEN

Every team builds something that puts intelligence in people's pockets. Three tracks give the weekend focus.

01

ON-DEVICE MODELS

Best Overall On-Device AI App
Best Use of Core ML / Apple Intelligence

Local inference, private by default.
LLMs, VLMs, and any other ODML model running without the round trip.

02

COMMUNITY IMPACT

Most Impactful Project (Social Good) track
Best Beginner Hack

Products where the model is the interface
(can be agents, assistants, etc)

03

AMBIENT & MULTIMODAL

Best visionOS Experience
Fan Favourite
Optional: Sponsor Challenge

Voice, camera, and sensors fused into delightful experiences.

WHY SPONSOR

THREE REASONS IT PAYS OFF

MEET THE TALENT

Two days of shoulder-to-shoulder engagement with some of Australia's sharpest mobile and AI engineers.

Put your brand front and centre with Australia's top and emerging talent, with your logo visible across our website, signage, merchandise, and social media.

PUT YOUR PRODUCT TO WORK

Your Model, SDK, or platform is in the hands of builders under real deadline pressure. Get feedback on tooling gaps, product feedback and more.

Our Media team will capture photos and videos, demos, founder stories, winner interviews and behind-the-scenes clips for you to redistribute to your teams and social media.

CONTRIBUTE TO THE ECOSYSTEM

Your contribution will assist in making this a world-class event, including venue hire, security, cleaning, catering, prizes, insurance, photography and videography, swag and merchandise, and be an event to further the AI and startup ecosystem in Australia.

The event will be marketed across newsletters, developer communities, universities, meetup groups, media, and more.

AUDIENCE REACH

WHO YOU'LL REACH

On-site and throughout the campaign, your brand reaches the people who build, fund, and adopt the next wave of AI products.

ENGINEERS & BUILDERS

Mobile, ML, and full-stack developers shipping in real time. From Vibe-Coders to experts. iOS Community & AI Community.

FOUNDERS

Early-stage teams choosing their next tools, partners and platforms for their project.

INVESTORS

Angels and VCs scouting talent and emerging products.

DESIGNERS & CREATORS

Product and design minds shaping AI-native experiences.



AGENDA

RUN SHEET

SATURDAY

- 8:30
Check-In & Registration
- 9:30
Opening Ceremony
- 10:15
Team formation & mixer
- 11:00
Hacking Begins
- 12:30
Lunch
- 14:00
Workshop

- 16:00
Mini-Event
- 17:00
Workshop & Check-Ins
- 18:30
Dinner

SUNDAY

- 8:00
Breakfast
- 09:00
Workshop
- 12:00
Lunch
- 1:30
Judging
- 3:00
Closing Ceremony & Awards

¹ Subject to change

TEAM

LEAD ORGANISER

James Dale

MEDIA

Edmond Kolaj

FINANCE

Angelee Amigo

ATTENDEE EXPERIENCE

Daniel Martini

MARKETING

Alisha Vanrietvelde
Jadyn Lam

ADVISOR

Terence Hyunh



JUDGING

HOW WINNERS ARE CHOSEN

A panel of respected founders, senior engineers, and sponsor representatives scores every demo against four criteria.

INNOVATION

Originality of the idea and use of AI.

CRAFT

How well it's built and how it runs on device.

SOCIAL & TECHNICAL IMPACT

The problem that was solved, and how on-device specifically benefits.

DEMO

Clarity and polish of the live showcase.

Sponsors judge too. Platinum partners seat a judge and award their own category prize.

PRIZES

A\$6,000 PRIZE POOL

Cash, credits, and category prizes rewards

GRAND PRIZE

\$3,000

Best Use of Core ML / Core AI

Non-Track Prizes:
+\$400 Best Beginner Hack
+\$200 People’s Choice

BEST ENTERPRISE USE CASE

Track Prize

\$800

BEST VISIONOS EXPERIENCE

Track Prize

\$800

MOST IMPACTFUL (SOCIAL GOOD)

Track Prize

\$800

¹ Subject to change

ACTIVATION

WAYS TO SHOW UP

BANNER / EXPO SPACE

A branded area/banner allocation in the main hall for the full weekend.

SPONSORED WORKSHOP

A stage slot to teach your platform to a captive audience.

CATEGORY PRIZE

Directly sponsor a challenge and award your own branded track.

MENTOR ACCESS

Put your engineers on the floor guiding teams directly.

TALENT PIPELINE

Opt-in access to attendee resumes and portfolios.
In-person access to meet and chat with attendees.

CAMPAIGN REACH

Logo & features across our channels before and after.

COMPARISON

WHAT'S INCLUDED

BENEFIT

Minimum Contribution (AUD)¹

Mentors (at any given time)

Logo on website and social media

Merch Distribution

Sponsor-Provided Banner At Event

Access to Attendee List and Resumes
(Attendee Opt-In Only)

API/Product Demo Slot
(During the opening keynote)

Marketing Assets
(We will produce assets for your social media team)

Dedicated Slack Channel
(A space for you to introduce your brand to participants and engage with them directly)

Sponsored Mini Hack Break Event
(Paper Aeroplane Competition, Smash Tournament, or similar)

Sponsored Session

Run Your Own Prize

Main Prize Judge Seat
Help us decide the major prize winner

Event Co-Branding
Sponsored by...

Silver	Gold	Platinum
\$2,000	\$5,000	\$10,000
1	4	Uncapped
Yes	Yes	Yes
Yes	Yes	Yes
Yes	Yes	Yes
No	Yes	Yes
No	2 min	5 min
No	Yes	Yes
No	Yes	Yes
No	No	Yes
No	No	30 min
No	No	Yes
No	No	Yes
		Yes

¹ Including in-kind and cash contributions

LET'S BUILD TOGETHER

PUT YOUR BRAND IN THE ROOM

We can tailor a package to your goals