

ROSE HACK

SHE-nnovation for Good

January 2026

University of California, Riverside

Bourns College of Engineering Event of the Year 2025



What is RoseHack?

RoseHack is UC Riverside's minority focused, 24-hour hackathon, and one of the few women-centric hackathons in California. RoseHack is hosted yearly by Women in Computing (WinC), a student organization on campus centered around supporting, celebrating, and advocating for women and other underrepresented groups in all aspects of the computing field.

Our Mission

- We hope to encourage individuals from underrepresented groups in STEM to gain experience, create strong networks, and build amazing projects through their shared passions in Science and Technology.

What is a hackathon?

A hackathon is best described as an “invention marathon”. . Anyone who has an interest in technology attends a hackathon to learn, build & share their creations over the course of a weekend in a relaxed and welcoming atmosphere. Hackathons are an incredible way to bring your community together to learn new skills, build amazing projects, and share ideas!



RoseHack 2025 Opening Ceremony



Our participants during the judging process!

What makes us different?

Because of a longstanding low demographic of women in STEM, it is important to recognize their contributions and ongoing efforts. Creating safe, inclusive spaces like RoseHack helps empower and inspire more women to pursue careers in tech. Today, only three in ten tech professionals are women, a statistic that highlights the urgent need for change. This lack of representation often leads to products that don't reflect the needs of women or other minorities. Our mission here at RoseHack is to support and cultivate the next generation of women in tech. RoseHack differs from other hackathons in that we are focused on recognizing both female contributions to innovation as well as solving societal problems aligned with women and other minorities in STEM. RoseHack provides a platform where women and other minorities can build up their confidence and be recognized for all of their hard work.

Our theme this year is “SHE-nnovation for Good”, centering around projects that celebrate and uplift women’s roles in innovation. Our hackathon takes multiple key steps to officialize efforts that align with our hackathon’s theme of advancing women, in addition to the general hackathon theme of creating products to tackle global problems:

Best Female Hacker

Women’s Issues Track

Social Impact

UI/UX

Fast-Launch

Cash-Cow

Most Innovative

Beginner



What's in it for you?

This is the perfect opportunity to promote your brand, mission, and product. RoseHack will ensure that our sponsors get well-deserved recognition for their contribution across our different media and community platforms.

You will meet over 300 bright students in STEM from Southern California and beyond. You have the chance to meet, learn about, mentor, and judge the over 30 teams that create idea-to-product projects that represent the next generation of graduates. You will also have access to all of our participants' resumes.

Our 2025 Metrics

600+
applicants

300+
participants

30+
projects

35+
sponsors

20+
organizers

30+
mentors

750+
Instagram
followers

270+
LinkedIn
followers

Your Support

We would be honored to accept your support in one or both of the following ways. The total value of your donation, whether monetary or in-kind, qualifies you for the benefits listed on the next page.



Monetary Donations


This would support the many day-of hackathon operations that make RoseHack special, including food and drink, facilities costs, prizes, signage, shirts, and security. All of our funds go towards supporting our event. UC Riverside also runs a [“Match Challenge”](#) during the month of October that would double your donation. We will send a follow-up email with this link if you choose to donate during the Match Challenge. Because RoseHack is a non-profit organization, your monetary donation is tax-deductible.

In-Kind Donations

We would be happy to include your in-kind donations in either our food/snack options, as part of our prize pool, or as miscellaneous day-of goodies for our participants. Unfortunately, we are unable to accept any product discounts. We would be honored to provide your products/services/credits in full during our hackathon or as prizes.



Sponsorship Tiers

ROSE HACK 	BRONZE \$500	SILVER \$1000	GOLD \$2000	TITLE \$5000
Opening Ceremony	THANKED	THANKED	THANKED	KEYNOTE
Closing Ceremony	THANKED	THANKED	THANKED	KEYNOTE
Sponsored Prize			◆	◆
Swag Distribution	◆	◆	◆	◆
Website*	SMALL	MEDIUM	MEDIUM	LARGE
T-Shirt**		SMALL	MEDIUM	LARGE
Branded Space		◆	◆	◆
Social Media Promotion	◆	◆	◆	◆
Promotional Materials***		SMALL	MEDIUM	LARGE
Recruiters		◆	◆	◆
Interviews				◆

* Size of your company logo displayed on our website in the sponsors section

** Size of your company logo displayed on the back of our T-shirts

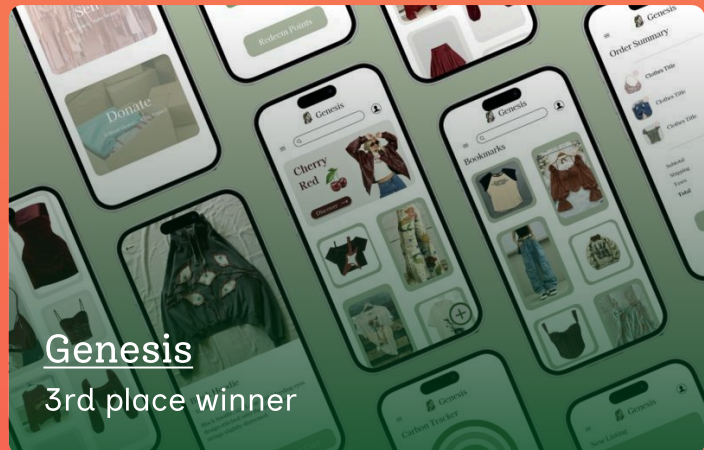
*** Size of your company logo displayed on day-of posters & backdrops

Interested?

We would be happy to continue the conversation via email, call, or in person! Please feel free to contact the following with any questions, comments, or concerns:

rosehackucr@gmail.com | @rosehackucr

RoseHack 2025



Testimonials

“Participating in [RoseHack] was a great opportunity to meet new people, get feedback from leads/hosts, attend workshops, create projects, and get inspired beyond the classroom.”



Rebecca Jennings
1st Place Overall Winner

“I enjoyed participating in RoseHack, as it encouraged learning, networking, and competitiveness in an inclusive environment.”



Zehua Bao
1st Place Overall Winner

Thank you!

RoseHack appreciates your time and consideration. We look forward to working with you! For any inquiries, please contact rosehackucr@gmail.com and be sure to check out our social media!



@rosehackucr



[Linkedin](#)



[Github](#)

Our hackathon directors

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