



Hacktoberfest | 2025 Sponsorship Prospectus

Why sponsor Hacktoberfest?

Hacktoberfest is a global celebration of open-source, bringing together thousands of developers, maintainers, and tech enthusiasts from around the world to meaningfully support open-source projects. Since its inception in 2014, Hacktoberfest has engaged millions of contributors across 170+ countries, supporting the sustainability of open-source software while amplifying brand visibility for its sponsors.

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Your opportunity as a Hacktoberfest sponsor

By sponsoring Hacktoberfest 2025, your company gains direct access to:

- A highly engaged global developer audience (80,000+ expected participants).
- Brand alignment with open-source and developer-first initiatives.
- Exclusive speaking and content opportunities to showcase your tools and services.
- Lead generation and recruitment opportunities through developer interactions.

More sponsorship benefits

All sponsors will receive:

- Brand recognition within the Hacktoberfest community through our digital platforms and events.
- Opportunities to engage directly with thousands of developers.
- A chance to align your brand with one of the most impactful open-source initiatives on the planet.

Key dates and next steps

Milestone	Date
Sponsorship Inquiries Open	April 2025
Confirmation of Interest Deadline	May 2025
Final Sponsorship Commitments	June 2025
Sponsorship closes	July 15, 2025
Hacktoberfest Website & Marketing Launch	August 2025
Hacktoberfest Kickoff	October 1, 2025

Sponsorship tiers and benefits

Title Sponsor

(Limited to 1 sponsor)

\$90,000

Your company will enjoy the highest level of visibility and engagement throughout Hacktoberfest 2025.

- Top-line branding across all Hacktoberfest materials, including website, event banners, and social media.
- Co-branded Hacktoberfest t-shirts (logo placement on participant rewards).
- Exclusive keynote speaking opportunity at Hacktoberfest global kickoff event.
- Dedicated sponsor-led workshop or webinar during the event month.
- Prominent feature in Hacktoberfest marketing emails and blog posts.
- Custom social media posts promoting your brand and engagement with developers.
- Access to a list of opt-in participants interested in learning more about your products.

Founder Tier

(Limited to 3 sponsors)

\$50,000

Designed for companies looking for high visibility and engagement.

- Logo placement on Hacktoberfest website, marketing materials, and event banners.
- Opportunity to host a technical workshop or panel discussion.
- Mention in official Hacktoberfest blog posts and newsletters.
- Dedicated social media callout to highlight your support.
- Opportunity to feature an open-source project for contributors.

Maintainer Tier

(Limited to 5 sponsors)

\$25,000

Perfect for companies looking to support the open-source community while gaining developer engagement.

- Logo placement on Hacktoberfest website and event banners.
- Feature in a sponsor appreciation social media post.
- Option to provide a challenge or coding task for contributors.
- Recognition in Hacktoberfest wrap-up reports.

Interested in sponsoring?

Secure your sponsorship today by contacting bbagchi@digitalocean.com or hmitra@digitalocean.com.
Let's build the future of open-source together!