PROGRAM EARTH

2027

HACKATHON SPONSORSHIP PROSPECTUS

CODE FOR THE PLANET

Real agents. Open-source prototypes. Reusable platform adoption stories.







UNIVERSITIES & SCHOOLS WE WORK WITH

Colorado State University · Colorado State University Pueblo · STATE U · CUNY · W · SUNY · Yale · M CAD · UNIVERSITY OF MICHIGAN · LA ESMERALDA · Metropolitan State University of Denver

OAKLAND • NEW YORK CITY • WASHINGTON, DC • CUSTOM PROGRAMS

PROGRAMEARTH HACKATHONS

PE HACKS

PROSPECTUS AT A GLANCE

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PROGRAM AT A GLANCE

3
SPONSORSHIP OPPORTUNITIES

120+
PARTICIPATING ORGANIZATIONS

10
COUNTRIES REPRESENTED

4,000+
STUDENTS SERVED

~62% AI Adoption Intent

Enterprise Financial Services companies are planning to use AI in some capacity across sustainability requirements or investment analysis across natural resources.

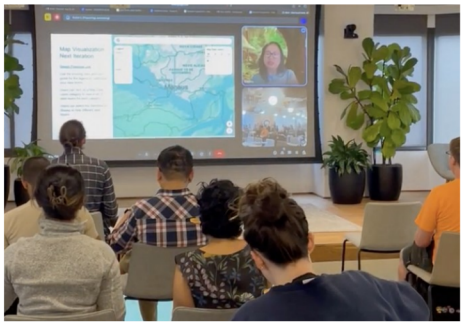
You bring the platform. We build the experience.

PLATFORM ADOPTION + TALENT + ENVIRONMENTAL IMPACT

WHO ATTENDS PROGRAMEARTH HACKATHONS

- Financial Services Industries
- SaaS & enterprise mentors
- Government agencies
- Students & university partners







Program details current as of July 2026.

PE HACKS

BENEFITS OF SPONSORSHIP

Why Sponsor ProgramEarth Hackathons?

ProgramEarth turns APIs, AI tools, cloud credits, and open-source frameworks into environmental use cases that builders can ship, agencies can evaluate, and sponsors can reuse.

DEVELOPER ADOPTION
Put your platform in the hands of students and developers building real environmental software.

QUALIFIED LEADS
Meet builders, faculty, and agency staff already evaluating tooling — with follow-up captured in your post-event report.

SOLUTIONS SHOWCASE
Demonstrate your product solving a named environmental problem in front of the people who would deploy it.

PUBLIC SECTOR AUDIENCE
Build alongside public-sector: government agencies, universities, international NGOs.

ADOPTION METRICS
Measured signal on onboarding friction, developer behavior, use-case fit, and productivity in a live build environment.

QUALIFIED TALENT
Engage emerging AI, data, GIS, and environmental engineering talent from universities and community programs.

PROOF OF PLATFORM
Leave with working prototypes, reference repositories, onboarding guides, and architecture diagrams.

PUBLIC-SECTOR
Reach government agencies, universities, and international NGOs in the same room as your engineers.

REUSABLE CONTENT
Capture demos, sponsor stories, recap assets, and impact reporting for DevRel, CSR, and customer teams.

SUPPORT THE ENVIRONMENT
Fund open-source tools that agencies and conservation groups can keep running after demo day.

Give developers a reason to build with your platform.

3	120+	10	4,000+
SPONSORSHIP OPPORTUNITIES	PARTICIPATING ORGANIZATIONS	COUNTRIES REPRESENTED	STUDENTS SERVED

Source: ProgramEarth hackathon program page.

PE HACKS

HOW THE MODEL WORKS

Sponsors Define. Builders Ship. Partners Continue.

A one-day build cycle designed to create more than a demo.

01

SPONSORS DEFINE THE CHALLENGE

Choose the environmental use case and provide the enabling technology.

- APIs, AI tools, cloud credits, or workflows
- Success metrics and technical context
- Mentors, judges, or subject-matter experts

02

BUILDERS SHIP AGENTS & SYSTEMS

Students and developers create prototypes using sponsor tools and real datasets.

- AI agents and decision support
- GIS, sensors, and remote sensing
- Dashboards, APIs, and data pipelines

03

WINNING USE CASES BECOME PILOTS

Top projects can move beyond demo day with agency and conservation partners.

- Useful tools evaluated for adoption
- Open-source repos and onboarding guides
- Adoption feedback and market intelligence

WHAT THE SPONSOR TAKES HOME

Reference repo	**Onboarding guide**	**Architecture diagram**	**Demo reel**
Impact report	**Talent engagement**	**Adoption feedback**	**Case-study assets**

EVENT-IN-A-BOX

ProgramEarth handles scoping, participants, logistics, judging, and reporting. Your org gets to showcase your tool and we'll guide teams to build with them.



PE HACKS

PROVEN IMPACT

Building Environmental AI for Financial and Public-Sector Workflows

Your tools can help define how environmental AI gets built. PE Hacks puts sponsor platforms inside real financial and public-sector requests, then turns the strongest build into a reusable open-source reference architecture.

ECOSYSTEM MODELING IS MOVING FROM AI PILOTS TO AI AGENTS

$35B → $97B

Projected financial-services AI spending by 2027, up from ~$35B in 2023.

Source: World Economic Forum, AI in Financial Services 2025

57.8%

of investors surveyed already use AI in sustainability or investment analysis — or plan to within 12 months.

Source: Cortly, AI Investor Sustainability Pulse 2025

42%

of financial-services organizations are using or assessing agentic AI.

Source: NVIDIA, State of AI in Financial Services 2025

21%

have already deployed AI agents.

Source: NVIDIA, State of AI in Financial Services 2025

84%

say open-source models and software are important to their AI strategy.

Source: NVIDIA, State of AI in Financial Services 2025

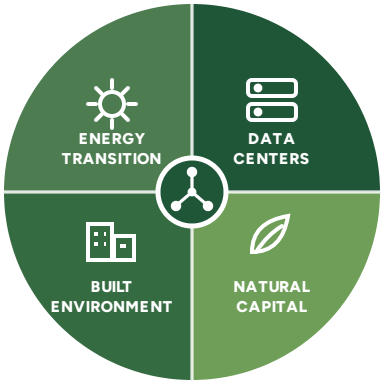
Sustainability is moving from reporting software into operational AI for risk, investment analysis, and capital allocation.

ENVIRONMENTAL AGENTS BEING EXPLORED BY PUBLIC SECTOR AND FINANCE

Environmental data is powering new agentic workflows across finance.

Price projects and model transition risk
- Satellite & weather feeds
- Grid & SCADA data
- PPA & offtake pricing

Assess property and infrastructure exposure
- Parcel & geospatial data
- Physical risk
- Transport & mobility flows



Model water, power, and operating constraints
- Water availability
- Grid reliability
- Energy tariffs & operating costs

Evaluate land, carbon, and nature-related risk
- Forest carbon
- Soil & biodiversity data
- Environmental-market pricing

SPONSORS: YOUR TOOLS CAN UNLOCK AGENTS

The models exist — sponsor tools connect the workflow.

- Visualization & decision support
- Orchestration & developer tools
- Identity, security & permissions
- Cloud infrastructure & storage
- Data connectors & APIs

NATURE AI AND AGENTS WE'VE BUILT IN PUBLIC SECTOR

MEC

THE REQUEST

Help us see where fire conditions are changing.

Satellite and geospatial data translated into regional fire-risk visualizations.

DEPARTMENT OF ECOLOGY State of Washington

THE REQUEST

Help us turn fragmented watershed data into something planners can use.

Environmental datasets organized into reusable modeling and decision-support tools.

THE REQUEST

Help us identify and understand sites that need cleanup.

Parcel, contamination, and land-use data mapped to support remediation planning.

PUT YOUR TOOLS INSIDE THE BLUEPRINT FOR ENVIRONMENTAL AI

PE Hacks turns real institution requests into working builds — and packages the strongest approach as an open-source reference architecture sponsors and adopters can evaluate, reuse, and extend.

- Working prototype
- Open-source repository
- Architecture diagram
- Adoption insights & next steps

Figures cited from published industry research; agency requests drawn from ProgramEarth case summaries.

PE HACKS

EVENT CALENDAR

Four Sponsor Moments in 2027

Sponsor an individual event or build a multi-market series.

SÃO PAULO, BR

JAN 16 2027

São Paulo Environmental Agent-a-thon

AI agents, GIS maps, and open-source architecture built with Brazilian agencies, the Linux Foundation, and university partners.

10:00 AM - 7:00 PM

GOOGLE HQ, SÃO PAULO

NEW YORK CITY

FEB 20 2027

NYC Environmental Agent-a-thon

AI agents and environmental data systems built with New York universities and public-sector partners.

10:00 AM - 7:00 PM

BATWORKS, NEW YORK CITY

WASHINGTON, DC

APR 24 2027

DC AI Week — Code for the Water

A public-interest AI convening designed for sponsor-defined challenges, technical talent, and agency collaboration.

Time to be announced

WASHINGTON, DC

SAN FRANCISCO, CA

MAY 2027

SF Agent-a-thon: World Whale Day

Builders create environmental tools with Bay Area students, community partners, and open-source maintainers.

Date to be announced

GITHUB HQ, SAN FRANCISCO

CUSTOM FORMAT AVAILABLE

University programs, Climate Week, UN convenings, and open-source events — standardized across markets as a series partnership.

PE HACKS

EVENT PROFILE — 01

São Paulo Environmental Agent-a-thon



AI agents for public-sector environmental data

São Paulo universities and public-sector partners bring live climate, flood, and watershed datasets. Teams build agents, dashboards, and reusable architectures that agencies can evaluate after demo day.

EVENT DATES

January 16, 2027
10:00 AM – 7:00 PM

LOCATION

Google HQ, São Paulo

WHO ATTENDS

Climate startups; mentors from SaaS, enterprise, and financial services; government agencies; students and university partners.

2,200	9	160+	6	Open
DATASETS	EVENT HOURS	EXPECTED BUILDERS	PARTNER ORGS	SPONSORSHIP AVAILABLE

THREE TRACKS

1 AI Agents
Build AI agents for public-sector environmental data. Teams can use KubeStellar for distributed agents across edge, regional, and cloud environments, and explore workload placement based on energy, connectivity, latency, and data controls.

2 GIS Maps
Create public GIS maps using climate, flood, watershed, agriculture, and sensor datasets. Projects can include spatial analysis, opportunity zones, and interactive mapping for agencies and communities.

3 Open-Source Architecture
Design reusable open-source architectures, APIs, and data pipelines for environmental intelligence. Teams can use Kepler to measure energy usage of agent workloads and build efficient systems for public-good applications.

EVENT SPONSORSHIP OPPORTUNITIES

AM + PM Breaks Sponsor
R$ 2,050 / US$ 400 — LIMITED AVAILABILITY

BENEFITS INCLUDE
- Signage at AM + PM break stations
- Recognition in opening remarks

Lunch Sponsor
R$ 3,850 / US$ 750 — LIMITED AVAILABILITY

BENEFITS INCLUDE
- Signage at lunch stations
- Recognition in opening remarks

Reception Sponsor
R$ 2,560 / US$ 500 — LIMITED AVAILABILITY

BENEFITS INCLUDE
- Signage at the evening reception
- Logo recognition on the event website
- Recognition in opening remarks + attendee emails

See Page 12 for more sponsorship opportunities.

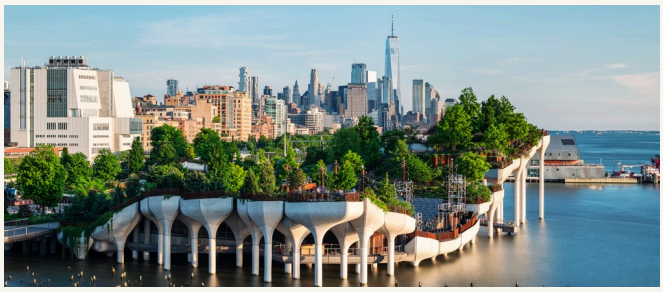
UNIVERSITY PARTNERS

Partner rosters are confirmed in the sponsorship agreement.

PE HACKS

EVENT PROFILE — 02

NYC Environmental Agent-a-thon



AI agents for public-sector environmental data

New York universities and public-sector partners bring live climate, flood, and watershed datasets. Teams build agents, dashboards, and reusable architectures that agencies can evaluate after demo day.

EVENT DATES
February 20, 2027
10:00 AM – 7:00 PM

LOCATION
BATWorks, New York City

WHO ATTENDS
Climate startups; mentors from SaaS, enterprise, and financial services; government agencies; students and university partners.

3	9	150+	20	Open
FOCUS AREAS	EVENT HOURS	EXPECTED BUILDERS	PARTNER ORGS	SPONSORSHIP AVAILABLE

THREE FOCUS AREAS

AI Agents
Climate indicators, flood and wildfire risk, watershed degradation, erosion, and sediment analysis.

Data Visualization
Public dashboards, sensor feeds, GIS and spatial analysis, opportunity zones, and interactive mapping.

Open-Source Architecture
Reusable agent frameworks, APIs, data pipelines, reference architectures, and community-driven improvements.

EVENT SPONSORSHIP OPPORTUNITIES

AM + PM Breaks Sponsor
$1,000 · LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at AM + PM break stations
- Recognition in opening remarks

Lunch Sponsor
$2,000 · LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at lunch stations
- Recognition in opening remarks

Reception Sponsor
$1,500 · LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at the evening reception
- Logo recognition on the event website
- Recognition in opening remarks + attendee emails

See Page 12 for more sponsorship opportunities.

UNIVERSITY PARTNERS

CLOUD NATIVE COMMUNITY GROUPS

Participant estimates reflect prior New York program registrations.

PE HACKS

EVENT PROFILE - 03

SF Agent-a-thon: World Whale Day



Vibe for the Planet

A day where students, sponsors, and Bay Area community partners ship real environmental software together. Teams work brownfield, watershed, and land-use datasets into working tools with sponsor platforms at the center of the stack.

EVENT DATES

May 2027

Date to be announced

LOCATION

GitHub HQ, San Francisco

WHO ATTENDS

Climate startups; mentors from SaaS, enterprise, and financial services; government agencies; students and university partners.

1,500	8	150	15	Open
DATASETS	BUILD HOURS	EXPECTED BUILDERS	PARTNER ORGS	SPONSORSHIP AVAILABLE

FOUR PROJECT TRACKS

Environmental GIS
Map, analyze, and protect land, water, and community resources.

AI Agents
Build agents for environmental workflows, monitoring, and decision support.

Secure Open-Source Infrastructure
Create secure, scalable public-interest tools and deployment systems.

CI/CD, APIs & Data Pipelines
Connect tools, automate workflows, and move data into action.

EVENT SPONSORSHIP OPPORTUNITIES

Breakfast Sponsor
$1,000 LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at breakfast stations
- Recognition in opening remarks

Lunch Sponsor
$2,000 LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at lunch stations
- Recognition in opening remarks

Reception Sponsor
$1,500 LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at the evening reception
- Logo recognition on the event website
- Recognition in opening remarks + attendee emails

See Page 12 for more sponsorship opportunities.

Partner rosters are confirmed in the sponsorship agreement.

DC AI Week

DEQ
VIRGINIA DEPARTMENT OF ENVIRONMENTAL QUALITY

VDH VIRGINIA DEPARTMENT OF HEALTH
OFFICE OF DRINKING WATER

MDE
MARYLAND DEPARTMENT OF THE ENVIRONMENT



EVENT DATES
April 24, 2027
Time to be announced

LOCATION
Washington, DC

Code for the Water: DC AI Week

Students, public-sector agencies, environmental organizations, researchers, and technology partners from across DC, Maryland, and Virginia build open-source AI and data tools for regional water challenges. Agency-informed needs become hands-on technical tracks.

WHO ATTENDS
Climate startups; mentors from SaaS, enterprise, and financial services; government agencies; students and university partners.

200	8	100+	12	Open
DATASETS	BUILD HOURS	EXPECTED BUILDERS	PARTNER ORGS	EARLY PARTNER TALKS

THREE PROGRAM TRACKS

AI Agents & Workflows
Build agents and workflow tools that help teams route requests, summarize information, surface insights, and support public-interest decision-making.

APIs, Data Pipelines & Dashboards
Create reusable APIs, data pipelines, and dashboards that connect public datasets to operational and analytical tools.

GIS Applications & Open Data Tools
Develop mapping tools, geospatial applications, and open-data interfaces that make regional and agency datasets more usable.

EVENT SPONSORSHIP OPPORTUNITIES

Breakfast Sponsor
$1,000 — LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at breakfast stations
- Recognition in opening remarks

Lunch Sponsor
$2,000 — LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at lunch stations
- Recognition in opening remarks

Reception Sponsor
$1,500 — LIMITED AVAILABILITY
BENEFITS INCLUDE
- Signage at the evening reception
- Logo recognition on the event website
- Recognition in opening remarks + attendee emails

See Page 12 for more sponsorship opportunities.

UNIVERSITY OF VIRGINIA

BOWIE STATE UNIVERSITY

CHRISTOPHER NEWPORT UNIVERSITY

DC AI Week details are indicative and subject to confirmation.

PE HACKS

PUBLISHED EVENT TIERS

Sponsorship Benefits at a Glance

Current published ranges, structured for flexible participation.

BENEFIT	COMMUNITY PARTNER TIER 1 $1,500 – $2,500 (Demo length based)	BUILDER PARTNER TIER 2 $4,500	STRATEGIC PARTNER TIER 3 $6,500+
Logo on website & event materials	✓	✓	✓
LinkedIn mentions	✓	✓	✓
Event recap posts + sponsor listing	✓	✓	✓
Access to talent pipeline (lead list)	✓	✓	✓
Mentor participation opportunities	✓	✓	✓
Event photo content	✓	✓	✓
Demo at event	✓ (length based, $1,500 – $2,500)	✓	✓
Co-branded swag	—	✓	✓
Branded recap video	—	✓	✓
Basic reference architecture	—	✓	✓
Co-branded case study	—	—	✓
Customer video interview (with agency/partner)	—	—	✓
Strategic visibility & ecosystem collaboration	—	—	✓
Advanced reference architecture maintained by ProgramEarth	—	—	✓ Includes 6 months (Additional $500 / 6 months)

Notes

- Published ranges are per-event starting points. Final scope, availability, and benefits are confirmed in the sponsorship agreement.
- Community Partner pricing ($1,500 – $2,500) is based on demo length.
- Advanced reference architecture maintenance includes 6 months of support at $500 per additional 6 months (Tier 3 only).
- Sponsor content and activations require ProgramEarth approval.

PE HACKS

HACKATHON SPONSORSHIP

Marketing & Promotional Opportunities

Grow your brand, connect with top talent, and showcase your impact. Choose the sponsorship tier that fits your goals and reach participants before, during, and after the hackathon.

WHAT EACH SPONSORSHIP TIER INCLUDES

COMMUNITY PARTNER

TIER 1

$1,500–$2,500

Includes Live Product Demo + Lead List + Event Photo Content.



Live Product Demo

Showcase your product, workflow, or tool during the event. Demo length affects pricing.

DEMO TIMING OPTIONS

Short Slot	Standard Slot	Extended Slot
10 minutes	20 minutes	30+ minutes
$1,500	**$2,000**	**$2,500**



Lead List

Post-event access to the participant / talent lead list.



Event Photo Content

Receive branded event photos from your sponsor presence and live demo for social sharing and follow-up.

\+ Also includes logo on website & event materials, LinkedIn mentions, event recap posts + sponsor listing, and mentor participation opportunities.

BUILDER PARTNER

TIER 2

$4,500

Includes everything in Tier 1, plus:



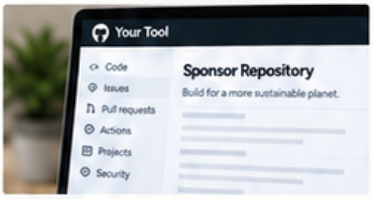
Co-Branded Swag

Small sponsor logo placement on shirts or swag.



Branded Recap Video

1 minute. Sponsor-branded segment within the overall hackathon recap.



Reference Architecture

Your use case is built as a sponsor reference architecture / repository for community adoption.

STRATEGIC PARTNER

TIER 3

$6,500+

Includes everything in Tiers 1 + 2, plus:



Co-Branded Swag

Large sponsor logo placement on shirts or swag.



Customer Video Interview

1 minute. Interview with a state agency or public-sector partner about your tool or solution.



Co-Branded Case Study

Highlights productivity or computer-efficiency gains with your tool, plus event outcomes.



Advanced Reference Architecture

Maintained by ProgramEarth after the event.

MAINTENANCE OPTIONS

Included	Additional
6 months	$500 per 6 months

NOTES

- Community Partner pricing is based on demo length.
- Advanced reference architecture includes 6 months of support, then $500 per additional 6 months.
- Sponsor content and activations require ProgramEarth approval.

\+ Custom activations can be added to any tier.

Contact ProgramEarth to discuss a tailored package for your organization.

Availability may vary. Marketing activations are confirmed in the sponsorship agreement.

PE HACKS

DELIVERY MODEL

Event-in-a-Box: What ProgramEarth Delivers

Less event planning. More developer adoption.

Venue
In-person, hybrid, or remote. ProgramEarth sources and staffs the space.

Project Scoping
A briefed, buildable problem co-designed with an environmental partner.

Hack Coordinators
Dedicated PMs, mentors, and judges on the floor throughout the event.

Attendees & Recruiting
A curated developer and student audience aligned to your talent goals.

Reels & Recap
Photo, video, and a sponsor-ready impact report delivered after the event.

Reference Repo
A reusable codebase and onboarding guide that helps teams get started.

TYPICAL DELIVERY TIMELINE

T–6 WEEKS

Choose Your Moment
Intake call, sponsor brief, track goals, success metrics, date, venue, and partner alignment.

T–4 WEEKS

Coordinate the Build
Problem statements, mentor and judge roster, participant funnel, registration, catering, and tooling.

EVENT DAY

Builders Use Your Platform
On-site production, technical mentorship, judging, awards, demos, and photo/video capture.

T+2 WEEKS

Reuse What Ships
Reference repositories, onboarding guides, architecture diagrams, demo reel, impact report, and case-study assets.

NOTE Typical timeline flexes by approximately two weeks around the event date. ProgramEarth coordinates the operating model from sponsor brief through post-event reuse.

Sample Hackathon Agenda

9:00 AM	Arrival + breakfast
9:30 AM	Welcome and opening remarks
10:00 AM	Agency and sponsor challenge briefings
10:30 AM	Team formation + project scoping
11:00 AM	Build session
12:30 PM	Lunch
1:15 PM	Mentor check-ins
2:30 PM	Build session + office hours
4:00 PM	Project submissions
4:15 PM	Demos + judging
5:00 PM	Awards + closing

Accessible by Design

- Live captions
- ADA-accessible venue
- Quiet spaces
- Livestream access
- Remote participation support
- All skill levels welcome

FROM HACKATHON TO GLOBAL STAGE

Case Study: GitHub x Manaus



PROGRAMEARTH HACKATHON AT ORACLE BRAZIL



WEB SUMMIT RIO KEYNOTE

An open-source conservation project moved from the Amazon to global conversations.

GitHub, Oracle, and PyGIS worked with the Ministry of Education and Manaus University on a Rio Negro conservation project. The work later surfaced in COP30 conversations and a Web Summit Rio keynote.

5,000
acres of Rio Negro visualized for fires

~40%
reported Copilot productivity gain after onboarding

COP30 + WEB SUMMIT
project visibility beyond the event

SPONSOR TAKEAWAY

A hackathon can turn a platform demo into a reusable customer story, a public-sector collaboration, and measurable developer adoption.

WHAT THE SPONSOR TOOK HOME

- Open-source fire-visualization repo
- Ministry & university collaboration
- Copilot onboarding findings
- COP30 + Web Summit story

The productivity figure was reported by developers across the GitHub x Manaus hack series.

WHO WE BUILD WITH

Agencies, Schools & Companies We've Worked With

A public-interest network built across government, academia, and industry.

GOVERNMENT & PUBLIC AGENCIES

- Department of Ecology, State of Washington
- Oakland Parks & Rec
- City of Emeryville
- UN Conferences · COP30
- Ministério da Educação, Brazil

UNIVERSITIES &

- Berkeley
- Univ. of Washington
- Yale
- Columbia University
- Cornell University
- The University of Arizona
- CUNY The City University of New York
- State University of New York
- NYU
- Indian Inst. of Science
- UFAM · Manaus
- Mills
- Laney College
- American Indian Science and Engineering Society
- Hack the Hood

COMPANIES & PLATFORM PARTNERS

- GitHub
- Oracle
- Microsoft
- aws
- Figma
- Red Hat
- twilio
- Scale
- OpenAI
- PyGIS

Logos reflect organizations that have participated in or partnered on ProgramEarth programs.

PROGRAM EARTH

BUILD THE NEXT REAL WORLD AGENT USE CASE WITH US.

Choose an event. Bring a challenge. Put your platform in the hands of builders.

01 Select an event or custom program.

02 Define the tool, challenge, and success metrics.

03 Confirm the tier and begin the six-week build.

hello@programearth.org
programearth.org/companies/hackathons

ProgramEarth is a certified public benefit corporation. Availability, benefits, dates, and venues are subject to confirmation. Sponsor content and activations require ProgramEarth approval.

CODE FOR THE PLANET.