



AI Vibe Hackathon Berlin

Sponsorship Prospectus

31 August and 1 September 2026 · Berlin-Tempelhof

What it is

Two days, 30 to 50 developers, designers, AI enthusiasts and founders. Real prototypes, not slides. Berlin, late August.

The AI Vibe Hackathon brings together people who do not just talk about AI but build with it. Sponsors anchor a challenge inside the program, and teams spend two days working on a real problem from your company.

Small is deliberate here. 30 to 50 people means genuine proximity to every talent and every prototype, no trade-show noise.

Key facts

When	31 August and 1 September 2026 (Monday and Tuesday)
Where	Berlin-Tempelhof
Who	30 to 50 participants: developers, designers, AI enthusiasts, founders
Format	Two days of building, one demo round, working prototypes at the end
Organizer	Hackation (Markus Matiaschek) with co-organizer Andreas Westphal on site

One hackathon, so much for so many

Depending on what matters to you, an engagement pulls a different lever. Pick the one that fits your role.

- 1 Recruiting and employer branding.** For HR and talent acquisition. Two days alongside 30 to 50 developers and AI people who show live what they can do. You rarely get closer to candidates.
- 2 Assessment center under real conditions.** For HR and hiring managers. You watch talent and your own staff work on the real problem, not in an interview.
- 3 Project de-risking.** For innovation, R&D and product. An idea that has been sitting with you for months becomes a prototype here in two days. You test before you commit budget.
- 4 Breaking silos.** For innovation and people and culture. Cross-functional teams building together for two days. That often unlocks more internally than an offsite.
- 5 Positioning and thought leadership.** For marketing and communications. You own the AI topic visibly and credibly, with content that keeps working after the event.
- 6 Innovation impulse and brand presence.** For marketing and brand. Your brand and your challenge in the middle of the Berlin AI scene.
- 7 Customer acquisition and network.** For sales and business development. Direct contact with founders, developers and potential partners in one place.

Sponsorship tiers

Three tiers that build on each other. Each tier contains everything in the tier below it and adds to it.

Supporting

Visible presence and community goodwill without running a dedicated challenge.

- Logo on the event page, on slides and on site
- Social mention (post or recap)
- Community presence across the event
- Demo Day presence

Challenge (includes Supporting, plus)

A branded challenge, prototype outputs and direct access to the teams.

- Own branded challenge with your real business problem
- Briefing session to frame the challenge
- A team working two days on your task
- Jury seat at Demo Day
- Working prototype outcomes addressing your challenge
- Full post-event recap (outputs, photos, prototype docs)
- Direct follow-up access to the teams

Optional prize pool: sponsors may add a challenge prize budget at their discretion. It is separate from the sponsorship fee and paid directly to the winning teams.

Naming (includes Challenge, plus)

The strongest brand presence with naming rights and stage.

- Naming right (for example "AI Vibe Hackathon Berlin, enabled by [Company]"; alternatives: "presented by", "powered by")
- Top branding across the whole event
- Keynote or welcome slot on stage
- Exclusive access to the talent
- Highlighted recap plus press coverage

What worked last time

Hackation has developed the approach, the tools and the AI agents iteratively across several events and hackathons.

- **AI Vibe Hackathon, March 2026 in Würzburg.** 45 participants, six building teams, three finalists.
- **Anchor sponsor VR Bank** with its own challenge on financial literacy. It produced three demo-ready prototypes, with one team winning the dual vote.
- **External visibility:** recap and photo documentation, plus dedicated coverage on Computy. Reach was there before the follow-up cycle.

Berlin is the next edition in this series.

Next step

Which tier fits you, and in what frame, is best settled in a short, no-obligation conversation. 30 minutes, no standard package, it is about your goals.

Let us have a short conversation.

[Book your discovery call](#)

Organizer: Hackation, Markus Matiaschek. Berlin co-organizer: Andreas Westphal (itamedia GmbH).