

ScottyLabs Sponsorship Packet

2026-2027



About Us



Our mission is to foster a community of **passionate, interdisciplinary leaders** that use design and technology to achieve more.

As a key part of the fabric of CMU for over 15 years, we have deep roots and connections where it counts.

About ScottyLabs

ScottyLabs is Carnegie Mellon's **premier builder club**. We are a group of **engineers, designers, and organizers**, passionate about building useful software projects and hosting educational events for our community.

Our Members

As our sponsor, you will have exclusive, in-person access to our **talented member pool** and the opportunity to **reach all Carnegie Mellon students** through presence and recruiting events.

1832 current CMU students on our mailing list

2376 members and alums on Slack workspace

16k+ monthly users of ScottyLabs projects

What Sets Us Apart

- Our members are among the **best** engineers and designers at CMU.
- ScottyLabs apps reach **over 80%** of CMU **students**.
- **TartanHacks**, with **1000+** **hackers**, reaches builders at CMU and **globally**.

Where We Go



Organization Structure

Build and **Organize**

LABRADOR

TECH

DESIGN

FINANCE

OUTREACH

EVENTS

FOUNDRY

Meet the Committees!

Labrador

Labrador brings students together to build new products from idea to deployment. Developers, product managers, and designers come together to grow ideas into real products, with ScottyLabs supporting them from concept to execution. Labrador had 20+ active projects and over 100 members this year.

Design

Design brings together some of CMU's strongest designers from a wide range of backgrounds. Our work focuses on two core areas: branding and UI/UX. We create visual identities for major conferences like TartanHacks, as well as smaller campus events, and design digital products for technical and research-driven projects.

Outreach

Outreach drives visibility and growth for everything ScottyLabs builds. The team leads marketing and go-to-market strategy, scaling our events and products to reach thousands of students. From partnerships to user insights, Outreach ensures our work doesn't just get built, but that it gets seen, used, and remembered.

Foundry

CMU's premier founder-first startup accelerator, hand-picking ~10 top teams per cohort with 40+ VC connections and a tight-knit builder community. Affiliated teams have raised \$11M+ in just eight months.

Tech

ScottyLabs' engineering core, shipping flagship products across web, mobile, and embedded while owning the infrastructure that keeps them running. Members tackle everything from AI agents to developer platforms, and incubate new projects proposed by members or built through external partnerships

Finance

Finance manages the club's financial strategy, and leads sponsorship efforts, securing the resources needed to power our projects and events. We ensure support for our sponsors throughout the year, to bring the best partnership to the table. Finance is the link that connects ScottyLabs to the industry, fueling growth and innovation on both sides.

Events

Events brings ScottyLabs to life, producing everything from speaker talks to TartanHacks. The team handles end-to-end execution: logistics, programming, and live experience, creating moments that connect, inspire, and stay with students long after.

Projects

ScottyLabs designs and develops a variety of tech services geared towards improving the CMU campus experience, tackles ambitious engineering problems across the stack, and incubates new projects borne from our members and beyond.

Orientation Quest

[repository](#) | Award-winning

A campus-wide scavenger hunt for incoming first-years. Recipient of NODA's Innovative Orientation Program Award.

CMU Courses

[cmucourses.com](#) | 9K users/mo

CMU's go-to course browser. CMU Courses is the only service with all the information you need to plan your courses.

CMUMaps



[cmumaps.com](#) | 700 users/mo

Providing detailed maps with indoor room-level navigation for the entire Carnegie Mellon campus.

CMUEats



[cmueats.com](#) | 11K users/mo

Our one-stop-shop for navigating campus dining locations. Current hours, menus, and daily specials are just a click away.

Terrier

[repository](#) | 1K users

An in-house hackathon management suite used at CMU and beyond, advancing authentication and access-control security.



Open Compute Cluster

[repository](#) | Launching F26

A self-service VM platform for CMU students and orgs, built end-to-end from bare-metal infrastructure to a tenant-facing management system.



CMU GPT

[repository](#) | Launching F26

A cross-platform personal assistant for the CMU community that automates daily tasks and integrates with ScottyLabs via purpose-built AI agents.



TartanVote

[repository](#) | Launching F26

A governance toolkit for student orgs: motions, elections, polling, and attendance in one system.

And more...



[Check out our GitHub here](#)

TARTAN HACKS

Pittsburgh's Largest Hackathon



TartanHacks

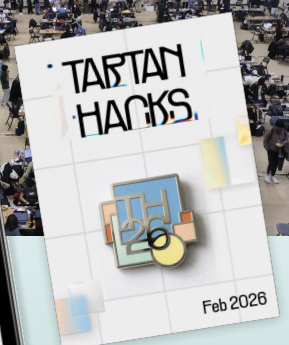
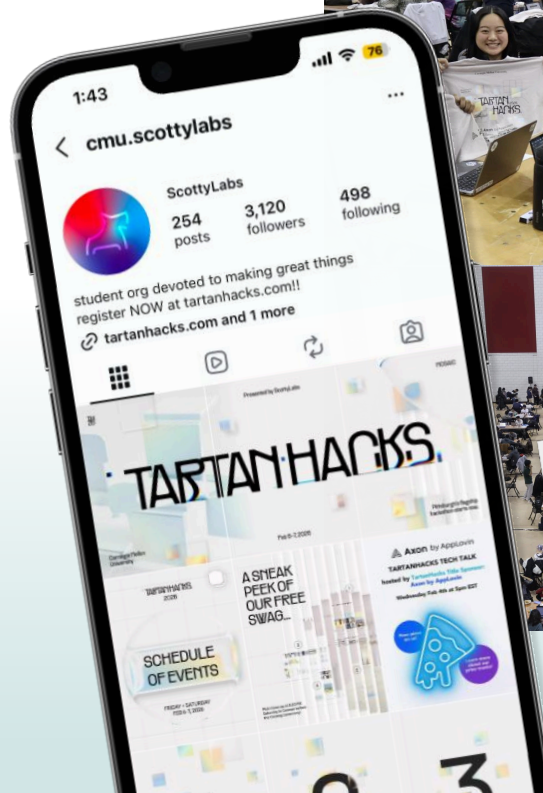
TartanHacks is the most-attended, longest-running, and **highest-quality hackathon** in the Greater Pittsburgh Region. Every year for over a decade, we have provided over 1,000 students from 80+ schools the opportunity to showcase their skills (while having fun!) in a 24-hour hackathon.

The three pillars of TartanHacks are **innovation**, **creation**, and **education**. We encourage and welcome everyone to participate, as we aim to make TartanHacks a friendly environment for all participants, especially for underrepresented and minority groups.

TartanHacks 2027 will be February 5-6 @ CMU Pittsburgh

TartanHacks 2026 Stats:

2.1k	applications received
1k	hackers
242	submitted projects
51%	first-time hackers
80+	universities represented



Nova

Nova

Nova: Emerging Technologies is a unique take on the hackathon format with a focus on the **bleeding edge**. At Nova, participants of all experience levels spend a week learning from **industry professionals and expert engineers** — at the end of the week, participants put their knowledge to the test with a **6-hour sprint hackathon**.

MOST INNOVATIVE

Amazon Echo Dots

Awarded to: X-MA

Yunxiang Ma
Yongyi Xiong



BEYOND LIMITS

JBL Clip 3 Speakers

Awarded to: Harrison Brandon

Brandon Marcial
Harrison Zoccoli
Agneya Tharun



ScottySpark

ScottySpark **expo** taps into the creativity and innovation of **all CMU students**. The showcase brings designers, engineers, and entrepreneurs together to share **projects of any kind**.



scotty spark



Why Sponsor Us?

Working together, we can help you **reach our talented members** and **deepen** your company's presence **throughout CMU**.

As Carnegie Mellon University's leading software development club, **ScottyLabs** has become part of the campus fabric over the last 15 years. We are dedicated to creating technology to serve the CMU community and beyond: our products reach **10,000 students**, and we host TartanHacks, one of the largest East Coast hackathons, with **1000+ participants**.

Your support will help us take the organization to the next level:

Events

1000+ hackers and 200+ projects at TartanHacks 2027 (mid-February), with more financial support for talent from outside of the region.

Projects

Over 80% of campus using ScottyLabs services, and support for new projects (e.g. CMUStudy, CMUCal) poised to benefit thousands of students.

Members

Innovative speakers, support for advanced infrastructure, and social events, enhancing our work and improving the culture.

Category	Benefits	Partner \$5k	Premier \$10k	Title \$25k+
Marketing	• Logo on website - 22k+ monthly visits • Send out opportunities on Scottylabs Mailing List • Pre- and post-event Social Media marketing	✓	✓	✓
	• Pre- and post-event marketing with deeper content treatment (e.g., reposted talk clips)		✓	✓
Recruiting	• ScottyLabs Internal Resume book • ScottyLabs internal coffee chat • Integrate into work sessions for talent search • General Body Meeting (GBM) talk	✓	✓	✓
	• Access to ScottyLabs Talent access platform: access to top talent at CMU		✓	✓
NOVA	• Logo on event merch & presentations • 30-minute talk or workshop during the week leading up to event • Resume book • Prize track	✓	✓	✓
Tartan Hacks	Brand Presence at TartanHacks • Logo on event merch & presentations • Exclusive Discord server roles/channels • Expo tabling at hackathon	✓	✓	✓
	Enhanced Presence at TartanHacks • 1-hour sponsor talk day of • TartanHacks resume book		✓	✓
	Title Sponsor at TartanHacks • 10-minute Opening Ceremony talk • Multiple opportunities for sponsor integrations • Largest logo on TartanHacks branding • Preferred placement in sponsor expo and event			✓

***Add ons**

- First Consideration Candidate Talent Data Access - \$5k
- Sponsorship of a Labrador or Tech Project, Foundry - ASK
- Prize Track - ASK

Please email us at hello@scottylabs.org with any questions.

Your contribution may be tax deductible to the fullest extent permitted by law; please consult a tax professional for guidance.

Contact Us



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hello@scottylabs.org



scottylabs.org