



**JUNETEENTH
REALITY HACK**
A NO CODE AR HACKATHON

J U N E
14th-16th
2 0 2 4
Oakland, California

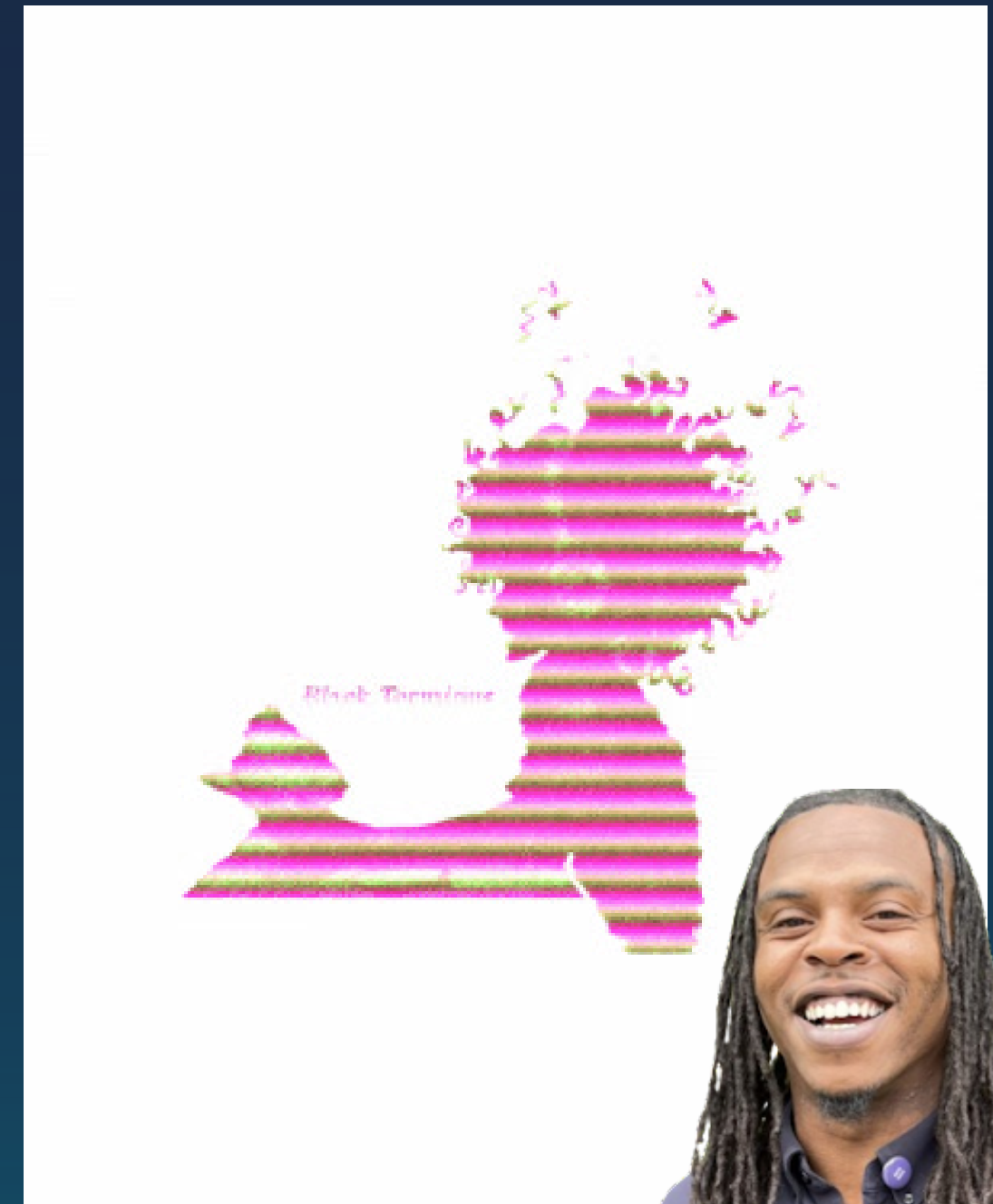


Expanding Art and Opportunity Through Augmented Reality: Black Terminus Juneteenth Hackathon

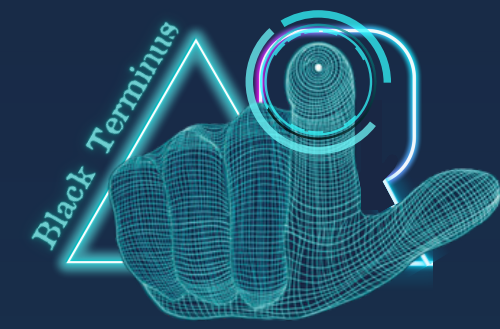
About Black Terminus AR

Black Terminus is an ai-powered augmented reality camera company that lets artists and museums create or commission AR artworks without learning a ton of code or buying a bunch of expensive gadgets.

Creators are able to access our guided, easy-to-use tools that supercharge production workflows and share their artwork in our artists marketplace. Then they are able to see art & culture come to life by viewing physical artwork through our AR camera lens. All they have to do is upload an image and add a video, audio, or 3D object and they have an AR experience on their hands.



Damien McDuffie
CEO and Founder
Black Terminus



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Juneteenth Reality Hackathon

Juneteenth Reality Hack is a community-run augmented reality (AR) art hackathon created by Black Terminus AR. Our mission is to develop and inspire the next generation of Black creative technologists to enter the XR industry without learning to code or buying expensive tools.

Our vision is to keep redlining out of the metaverse and to desegregate spatial computing. We do this by offering artists, designers, and professionals simple, mobile friendly hacks to create dynamic augmented reality art experiences and address the digital divide for artists. All they'll need is mobile phone or a tablet.

Anticipated outcomes

150

Participants expected

10

Well-Known Featured Artists

8

Industry-leading Judges and Mentors

1M

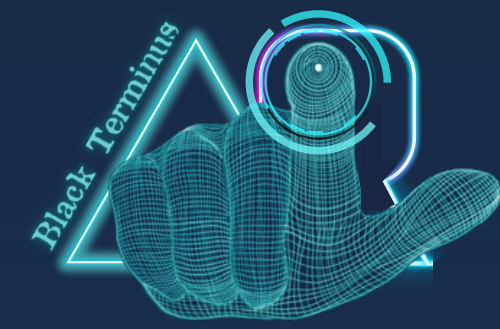
Social awareness

10

Sustaining partnerships

10

Sponsors and Community Partners



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Hackathon Overview

Why an AR hackathon?

Augmented reality is an expansive platform uniquely positioned to celebrate and showcase art and cultural narratives

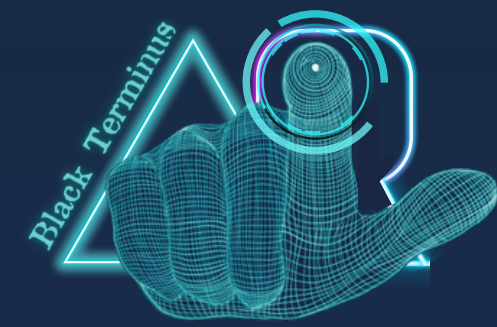
Artists can expand and monetize their work with AR but it requires technical expertise

There's limited availability of accessible training in AR for analog artists

Black Terminus Hackathon provides:

- Hands-on workshops using 'no-code' tools
- Our initiative caters to analog artists and others with no prior technical knowledge.
- There's a lack of upskilling programs tailored to the artist community, creating a unique niche for our hackathon.

Hackathon Tracks



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Why an AR hackathon?

Bring a familial photograph or artifact from home to augment and bring to life.

Celebrating the BPP

Honor the legacy of the BPP by augmenting one of the local murals or historic sites in Oakland.

Featured Artist Track

Work alongside a featured, Oakland artist to augment their work including local murals and physical pieces.

Spirit of Juneteenth

We'll award projects that showcase themes of resilience, freedom, empowerment, joy and community.

Hackathon Talent



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**Rachel
Wolfe-Goldsmith**

Muralist, NFT artist,
Curator, and Creative
Director



Steven Christian

Full stack Unity certified
Developer, XR Founder



**Lafiya Watson
Ramirez**

XR Visual Artist



Kris Pilcher

Award winning creative
technologist

Featured ARTists



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Rachel Wolfe-Goldsmith

Muralist, NFT artist,
Curator, and Creative
Director

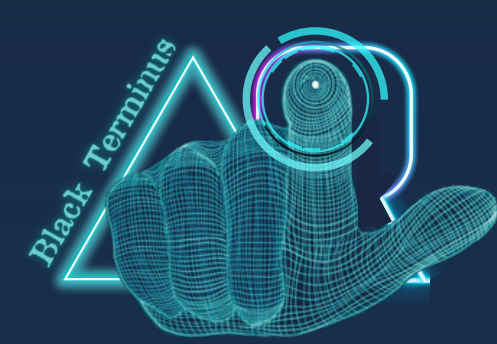
About the Work



Timothy Bluitt

Muralist, Fine artist,
Curator, and Creative
Director

About the Work



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Sponsorship Packages

You can support the event in a number of ways. Custom sponsorship opportunities are also available.

\$20,000 - Platinum

Supports:

- Prize Funding
- Immersive Exhibition
- Facilities Costs

Receives:

- 10 minute speaking opportunity
- Table signage with optional QR code/URL
- 250 words in attendee email communication
- Access to attendee resumes*

\$10,000 - Gold

Supports:

- 2 Attendee Workshops
- 5 International Stipends for artists

Receives:

- 150 words in attendee email communication
- Instagram Story Shoutout
- Immersive Exhibition Showcase
- Social Media Shoutout
- Logo featured on welcome sign

\$5,000 - Silver

Supports:

- 4 Meals for participants
- 5 Travel Stipends

Receives:

- Social Media Shoutout
- Logo featured on welcome sign
- Logo featured in attendee email

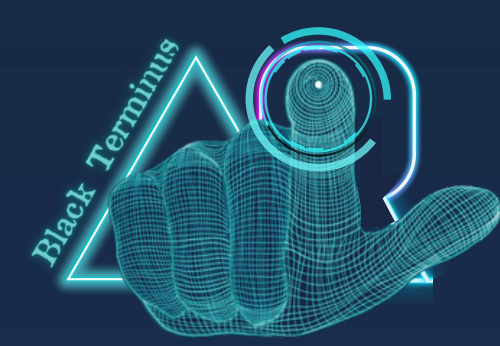
\$3,000 - Bronze

Supports:

- Artist Compensation
- Snacks for participants
- 1 Attendee Workshops

Receives:

- Social Media Shoutout



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Tailorable Packages

Customize your sponsorship to enable meaningful engagement with our community tailored to your goals. Support specific aspects of the hackathon aligned with your values and position in ecosystem. Sponsorships can include benefits like:



Sponsor Benefits



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Branding Exposure

Market to a diverse audience uniquely passionate about emerging technology, actively shaping the future of AR.

Access to innovative AR

Be among the first to experience the new works created from the hackathon and beyond. Attend our exclusive exhibition on June 16th.

Thought Leadership

Leverage marketing opportunities to share valuable content, insights and expertise to a highly engaged and receptive audience.

New Customer Use Cases

Gain new creative use case stories for your marketing purposes. Not only will you acquire new customers from the hackathon but through their co-promotion.

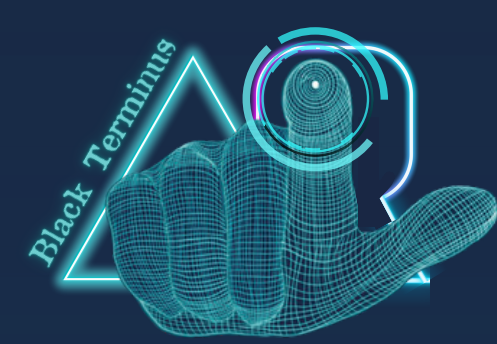
Showcase products

Position yourself as the tool of choice in expansive AR ecosystem as one of the first technologies creatives learn and experience with.

Demonstrate Values

Signal dedication to fostering innovation, education, creativity, amplifying diverse voices and experiences in tech and artists.

Sponsor Benefits



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Team



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AR Technology

Expertise in developing AR solutions and teaching artists to enhance their skills and creative processes using AR.



Marketing Strategy Lead

Experienced in developing effective marketing strategies and materials



Operations and Strategy Lead

Proficient in planning and executing large-scale events, ensuring smooth operations and participant engagement.



Tech Development Lead

Skilled in fostering connections and building supportive networks within the artistic and tech communities through software development.

Key Partners



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George Hoffstetter Technologies

A software and curriculum development company that builds at the intersection of technology and social justice.



Wakanda Dream Lab

A collective that bridge the worlds of Black fandom and Blacktivism for Black liberation through visual arts.



Augmented World Expo

The largest immersive technology summit in the world.



Black Cultural Zone

The mission of the Black Cultural Zone CDC is to unapologetically center Black arts, culture and economics as we collectively design, resource, transform and build collective power for our communities.

Thank You!



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