



HACKATHON™

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Introduction to Rube Goldberg, Inc.

Rube Goldberg, Inc. is a 501(c)3 not-for-profit dedicated to promoting STEM & STEAM education for students of all ages.

Rube Goldberg Machine Contest®, Rube Goldberg Challenge®, Rube Goldberg Machine™ and Rube Goldberg HACKATHON™ are all trademarks of RGI.

Our goal, with all levels of competition, is to encourage critical thinking and problem solving in a non-traditional learning environment. And to have fun in the process.

The company also licenses the usage of the art work of Rube Goldberg, Pulitzer Prize winning cartoonist, sculptor, and author.

Our web site, rubegoldberg.com, offers information on:

- The Rube Goldberg Machine Contest® and Rube Goldberg Challenge®.
- Education, including Free Lesson Plans.
- The Gallery, where you can see Rube Goldberg illustrations that we license.
- The Store, where books and other Rube items may be purchased.
- Sign up for our e-newsletter and info on the RGMC.





A Bit About Rube Goldberg and our HACKATHON™

Reuben Lucius Goldberg (RUBE GOLDBERG) (1883-1970) was a cartoonist, an inventor, and the only person ever to be listed in Merriam-Webster's Dictionary as an adjective. Of the nearly



50,000 cartoons he drew in his lifetime, Rube is best known for the zany contraptions of Professor Butts. These inventions, also known as Rube Goldberg Machines, solved a simple task in the most overcomplicated, inefficient, and hilarious way possible.

Rube Goldberg lives on in pop culture and is referenced daily in both print and digital media. His name is searchable, hash-tagable, and at best viral. But nowhere is his legacy more celebrated than through the competitions that bear his name.

To read more about Rube and his machines, go to ARTIST at rubegoldberg.com.

WHAT IS A RUBE GOLDBERG HACKATHON?

A Rube Goldberg HACKATHON is a design sprint-like event (24 or 48 hours) in which groups of engineers and scientists, builders and tinkerers, writers and artists form teams that create intentionally over-complicated contraptions which complete a simple task.

HOW IS A RUBE GOLDBERG MACHINE DIFFERENT THAN A CHAIN REACTION MACHINE?

A Rube Goldberg Machine uses everyday objects in large, visibly appealing and comically illogical transfers of energy that complete a simple task. But the essential ingredient of an RGM is humor. The narrative of these machines are just as important as whether or not the machine works at all.



Licensing Rules for the Rube Goldberg HACKATHON™

RGI endeavors to increase awareness of the creative thinking and inspiring artwork of the late cartoonist, Reuben Lucius Goldberg.

Changing times have encouraged RGI to create an official, authorized competition that may be licensed, for 1 time, non-exclusive use, by any age group over 18 years old.

1. The Host will determine what their Rube Goldberg HACKATHON will entail, the date, the location of the venue, to whom they will limit their participants. Our current RGMC task may not be used.
2. Licensing of the Rube Goldberg HACKATHON allows use of the logo and images for promotional and marketing purposes.
3. Rube Goldberg HACKATHON™ logo must always be used in conjunction with the licensee's name and/or logo.
You may include the name of your organization and/or sponsors, but must always use the official branded Rube Goldberg HACKATHON in the title.
i.e.: ABC University presents our 1st Rube Goldberg HACKATHON, or ABC College of Engineering and Armstrong Universal invite you to join us for a Rube Goldberg HACKATHON.
4. Rube Goldberg HACKATHON logo must always be used on any marketing docs, website use, gifts, banners, trophies, etc.
5. Restriction on media: Licensees may have any media cover their event, EXCEPT for National TV including late night, morning or afternoon.
6. Licensees may create a slider for their event, which will be put on our website site: rubegoldberg.com. Request a template for the slider.
7. Licensees are responsible for registering participants. Once their event has concluded, the licensee must email an excel or csv file to kathleen@rubegoldberg.com
8. Licensees will create their own judging criteria and provide it to RGI. Please email it to kathleen@rubegoldberg.com for approval.
9. All Registration Forms must be approved by RGI. RGI reserves the right to refuse any registration.



Licensing and Fees

License the Rube Goldberg HACKATHON for one group use.

The license is for one-time, non-exclusive use and a one-year time frame.

Our HACKATHON logo and up to 2 high resolution illustrations will be emailed for uses explained on the Licensing Rules (page 4).

The fee is \$2500.00

For an additional fee, you may have Jennifer George attend your Hackathon.
Please email deb@rubegoldberg.com.

Our copyright line: **Artwork Copyright © Rube Goldberg Inc. All Rights Reserved. RUBE GOLDBERG ® is a registered trademark of Rube Goldberg Inc. All materials used with permission.** must be included with use of any illustrations.

Please fill out the 2 page registration form on the following pages and email it to:
kathleen@rubegoldberg.com.

Once approved, we will email you an invoice. Payment is through Paypal. It is not necessary to have a Paypal account to pay via Paypal.

Once payment is received, we will email you our logo and the high resolution images you have requested.





REGISTRATION FORM 2019

This is a fillable pdf form. Please open in acrobat, fill it out, rename it and email it to kathleen@rubegoldberg.com. Once approved, we will invoice you and email you a countersigned copy of this License for your records.

HOST INFORMATION

Host (Licensee) Name: _____

Full Mailing Address: _____

Email: _____

Phone Number: _____

VENUE INFORMATION

Venue Name: _____

Full Mailing Address: _____

SPONSOR INFORMATION

List your sponsor(s). Include the goal of the sponsor (i.e. recruitment, new product testing, philanthropy, etc) and the name of the point person at that company.

Full Title of your **Rube Goldberg HACKATHON™**:

You may include the name of your organization and or sponsors, but must always use the official branded **Rube Goldberg HACKATHON™** in the title.

i.e.: ABC University presents our 1st Rube Goldberg HACKATHON™, or ABC College of Engineering and Armstrong Universal invite you to join us for a Rube Goldberg HACKATHON™.



REGISTRATION FORM 2019

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Proposed Date you will hold your **Rube Goldberg HACKATHON**: _____

Description of the **Rube Goldberg HACKATHON** you are proposing: i.e.:will there be teams or individual builders?, will everyone do complete the same task or will there be several tasks?

Brief description of the participants you anticipate (i.e.: this event will be open to the general public, this event will be for a specific group (i.e. only ABC University students)

Include the titles of 1 or 2 Rube Goldberg images you would like to use in marketing and promoting your **Rube Goldberg HACKATHON**. Available images can be seen in our [Gallery](#).

Our copyright line: "**Artwork Copyright © Rube Goldberg Inc. All Rights Reserved. RUBE GOLDBERG ® is a registered trademark of Rube Goldberg Inc. All materials used with permission.**" must be included near the illustrations.

IN WITNESS THEREOF, the parties have executed this Licensing Agreement on the _____ day of _____, 2019.

(signature line) _____

Your Name Here

Organization Name Here (Licensee)

Date

Kathleen Felix, Managing Director
Rube Goldberg, Inc. (Licensor)

Date