United States · Portugal · Spain · Ireland · Netherlands · France · Russia

United States

United States

India

India

Mexico

Australia

Ecuador · Brazil · Brazil · Cameroon · Nigeria · Algeria · Australia

CASE STORY | DigitalOcean

The explosive growth of Hacktoberfest and the t-shirt redemption

Each year, Digital Ocean sends 50,000 t-shirts across the world without ever touching a package.

Since 2014, we have been supporting Hacktoberfest - one of the largest global tech events. To encourage open source development, DigitalOcean and Dev put on the event, where the first 50,000 participants to complete four public coding requests receive a t-shirt and sticker.

It's no small feat shipping a t-shirt halfway across the world, especially to this scale of recipients. Imagine handling stacks and stacks of shirts, while trying to collect sizes and shipping addresses, providing customer service, and dealing with shipping and customs. DigitalOcean leaned into Kotis' experience – they handled the coding while we handled the swag.
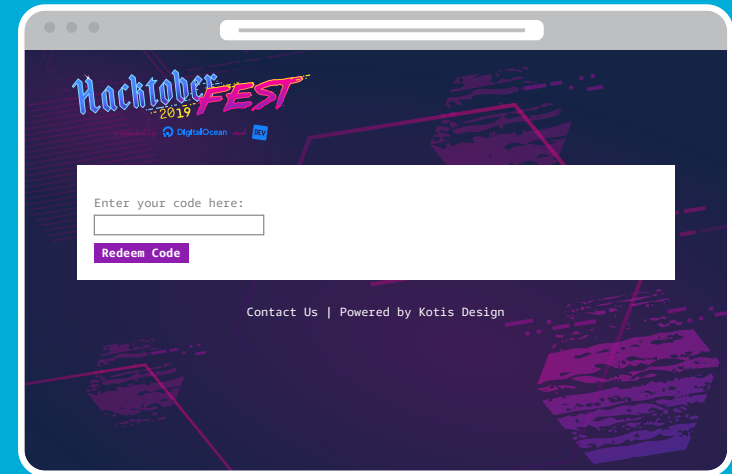
Unisex Tees

Women's Tees

Custom Poly Mailer

Diecut Stickers

Redemption Web Page

Hacktoberfest didn't always take on the massive, global scale it commands today. In 2014, we were sent a Google sheet of 515 participants who had completed the coding requests. Each year, this number ballooned – from 515 to 5,500 to 10,000 to 32,000 to 48,000 and now finally 50,000 shirts a year.

With this type of scale, DigitalOcean couldn't rely on a simple spreadsheet to capture all customer data accurately. Enter our program service, where users would receive a code to redeem on our site for a free shirt and stickers. No more spreadsheet, no more headaches. Our system recorded sizes and shipping addresses, so DigitalOcean's attention could remain 100% on what mattered most – quality, open source coding.

We delivered shirts all around the globe. Here's a sampling of our favorite responses we received on social media.

United States

Portugal

Spain

Ireland

Netherlands

France

Russia

United States

United States

Mexico

India

India

Australia

Ecuador

Brazil

Brazil

Cameroon

Nigeria

Algeria

Australia

Hacktober FEST 2019