

# Help students in your community learn to love coding!

CodeDay is a nationwide, 24-hour coding event which inspires beginners to take an interest in coding. We need your help to cover the \$38/student it costs us to offer CodeDay to your community.




## CodeDay strengthens local tech communities.

Many organizations increase access to computer science education, but most students still don't want to learn to code, particularly the students who need it most. In fact, even when low-income schools start CS classes, only around 8% of students take interest.



At CodeDay, students of all backgrounds get together to make apps and games of their own design. Because it works with existing interests, CodeDay attracts students who don't normally identify as "coders", and gets them excited to code.



### Highly Diverse Attendees

-  43% women
-  38% low-income
-  28% minorities

### Strong Long-Term Outcomes

-  80% coding 2 months later
-  74% attend other events

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## We need sponsorships to offer CodeDay.

### A \$250 sponsorship...

- Covers the cost of drinks.

(or donate soda and water bottles)

### A \$500 sponsorship...

- Covers the cost of a meal, or
- Provides 20 scholarships.

(or donate lunch, dinner, or breakfast)

### A \$2,500 sponsorship...

- Covers the cost of all meals, or
- Covers all scholarships, or
- Provides transportation for low-income schools.

(or donate all three meals)

In recognition of your support, your logo and details will be placed on the CodeDay website, on all tickets and event reminder emails, and you will have a talking spot at the event kickoff (or our staff can talk for you). You may also bring a banner, swag, and mentors to the event. StudentRND, the organization which runs CodeDay, is a 501(c)(3) non-profit.

# Sponsorship Options

	Community (\$250+)	Recruiting (\$1,500)	API (\$1,500)	Global Recruiting (\$5,000)	Global API (\$5,000)
<b>Advertising</b>					
Logo on website	✓	✓	✓	✓	✓
Logo on tickets	✓	✓	✓	✓	✓
Distribute swag	✓	✓	✓	✓	✓
Bring mentors	✓	✓	✓	✓	✓
Branded event		✓		✓	
<b>Stage Time</b>					
Thanked at kickoff	✓	✓	✓	✓	✓
Kickoff time slot	1 minute	5 minutes	1 minute	5 minutes	1 minute
Present an award		✓		✓	
<b>API Evangelism</b>					
Workshop slot			45 minutes		45 minutes
Who runs it?			You		Our staff
<b>Recruiting</b>					
List of attendees		✓		✓	
Recruiting tool				✓	
<b>Reach</b>					
Number of cities	1	1	1	Nationwide!	Nationwide!
<b>Best For</b>					
	Local small businesses which support their community.	Mid-size startups interested in recruiting talent.	Mid-size startups looking to grow API adoption.	Companies with more than two offices interested in recruiting talent.	Corporations and large startups looking to grow API adoption.