



December 18–20, 2020

www.code2k.org

Sponsorship Prospectus



What is Code2K?

Code2K is a student-run hackathon targeted at middle and high school students across America. It aims to introduce new coding topics to first time coders, providing interactive workshops for attendees to create their own projects with the guidance of mentors.

Our focus is not on competition, but rather the collaboration among attendees, mentorship from peers and industry experts, attendance at speaker sessions and workshops, and the big picture of computer science and its various daily-life applications. Interested students attending the event will be able to experience the power of computer science and will be enabled to learn new skills or strengthen their existing ones in the perfect environment that familiarizes students with new techniques and technologies—a hackathon.

Who are we?

We are the Project Code Foundation, a student-led nonprofit organization promoting the exploration of computer science to K-12 students. Our team of over 30 students organizes engaging classes, exciting workshops, as well as talks and competitions to inspire youth. All of our profits go toward creating new programs as well as donating to local school districts to further support educational programs.

Why sponsor us?

Code2K is completely organized and run by a team of highly committed high school students who are devoted to helping the community by allowing other students to explore and widen their passion and knowledge for programming.

If your company chooses to sponsor Code2K, you will also be given an option to provide any resources such as, but not limited to mentors, prizes, and software, all of which play a crucial role in inspiring participants. You will be given the precious opportunity to build your company image, interact, and form relationships of great value with the developers of the future.

Through offering mentors, speaker talks, or providing other resources, your company or organization can educate students about your innovative work and technology. You will have valuable opportunities to create a positive first impression of computer science and its applications for the programmers of tomorrow.

How will your support make a difference?

Your financial support will be directly spent on resources, prizes, and additional costs required to make Code2K the best experience for hackers, mentors, and sponsors. Your swag, in the form of merchandise and promotional materials, will be distributed at the hackathon to publicize your company or organization and to excite attendees about the event.

By way of example, your involvement with Code2K will demonstrate to students the rewards of pursuing their budding interest in technology in whatever form they may take, whether through pure software engineering or applied computer science in healthcare, entertainment, venture capital, consumer services, and more, with your company's or organization's support.

How can you help?

- Donate money directly to the organization—this will give us the flexibility to ensure that all needs are fully catered for.
- Send evangelists or engineers to mentor and inspire students.
- Run a workshop or a talk—we'd be happy to add you into the schedule.
- Sponsor a prize. We'll be giving out many prizes at the hackathon.
- If you have any other ideas, questions, or concerns, please do not hesitate to contact us at contact@project-code.org.

	Bronze \$500	Silver \$1000	Gold \$2000	Partner \$4000+
Logo on website	✓	✓	✓	✓
Logo on T-shirt	✓	✓	✓	✓
Send mentors or engineers	✓	✓	✓	✓
Opening ceremony presentation		Mention	1 min	Keynote
Distribute promotional materials		✓	✓	✓
Social media shoutouts		✓	✓	✓
Post-event email			✓	✓
Send recruiters			✓	✓
Access attendee info			✓	✓
Closing ceremony presentation				✓