



Ada Developers' Academy

Sponsorship Prospectus

The Problem

Washington State has a major high-skilled labor shortage (20,000 high-skilled STEM jobs and rising). One of the most challenging roles to recruit within this labor pool is software developers, and over 85% of programmers are male. The lack of talent, combined with the gender gap, is detrimental to Washington's tech companies and problematic for our economy.

ADA's Solution

Ada Developers' Academy (ADA) will be Washington's only women's software school and a national leader for women transitioning into software development. The inaugural class will begin in late fall 2013, with graduates ready for apprenticeships in spring 2014.

Sponsorship

Sponsoring ADA is the number one way to tap into this pool of qualified, motivated junior programmers. You'll not only be doing good, but also doing well for your company's hiring and diversity efforts.

ADA is a project of the Technology Alliance. All sponsorship is tax-deductible.

Academy Details

For its inaugural class, ADA will provide 10-15 students six months of intensive in-classroom developer training, followed by up to six months of apprenticeship at sponsoring companies.

ADA will teach only cutting-edge, practical development skills:

- JavaScript
- Ruby on Rails
- HTML5/CSS3
- TDD (Test Driven Development)
- Pair Programming
- Agile Development

For more information:

Elise Worthy | sponsor@adadevelopersacademy.com | 206-612-3079

Students

ADA's enrollment will be highly competitive. We're looking for the brightest talent to put through the program: women with high motivation, aptitude, and intelligence, but lacking technical expertise. ADA students will receive a living stipend for the duration of their coursework and apprenticeship.

Steering Committee

- Liz Pearce, CEO, LiquidPlanner
 - Dave Foley, CTO, Substantial
 - Holly Mesrobian, CTO, Cozi
 - Scott Case, COO, EnergySavvy
 - Kalpana Narayanaswamy, VP of Engineering, EnergySavvy
 - Susannah Malarkey, Executive Director, Technology Alliance
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Choose Your Sponsorship Level

Presenting Sponsorship (Limited Quantity) - \$70,000

- Two ADA student apprentices for up to six months
- First access to ADA graduates upon program completion, with aided recruiting and placement efforts
- Opportunity for student mentorship by members of development team
- Opportunity to conduct one or more 45-minute company presentation to students, which will be video recorded and posted on ADA's website
- Company logo prominently displayed at the top of the sponsor section on main pages of the ADA website
- Company name, logo, and 100-word blurb on the sponsors page of the ADA website
- Company logo on program marketing materials and email blasts
- Opportunity for a quote from a company representative in ADA's first major press release
- Opportunity to host student hiring reception (sponsor responsible for additional costs)

Premier Sponsorship - \$35,000

- One ADA student apprentice for up to six months
- Access to ADA graduates upon program completion, with aided recruiting and placement efforts
- Opportunity for student mentorship by members of development team
- Opportunity to conduct one or more 45-minute company presentation to students, which will be video recorded and posted on ADA's website
- Company logo displayed on the sponsor section on main pages of the ADA website
- Company name, logo, and 50-word blurb on the sponsors page of the ADA website
- Company logo on program marketing materials and email blasts

For more information:

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Participating Sponsorship* - \$10,000

- One ADA student apprentice for up to six months
- Access to ADA graduates upon program completion, with aided recruiting and placement efforts
- Opportunity for student mentorship by members of development team
- Opportunity to conduct one or more 45-minute company presentation to students, which will be video recorded and posted on ADA's website
- Company logo displayed on the sponsor section on main pages of the ADA website
- Company name, logo, and 50-word blurb on the sponsors page of the ADA website
- Company logo on program marketing materials and email blasts

* ADA supports startups. The Participating-level sponsorship is available once to qualified small businesses.

Flexible payment arrangements, custom packages, and additional sponsorship opportunities are available (event sponsorship, materials sponsorships, and other in-kind donations) are available. Contact us for details.

Company Logo and Information

Please submit a company logo and company/product description with Letter of Support. The Technology Alliance is authorized to make use of this information for marketing collateral, emails, and website. Company description and logo should be submitted via email to sponsor@adadevelopersacademy.com.

For more information:

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Ada Developers' Academy Letter of Support

TO: Susannah Malarkey, Executive Director, Technology Alliance

RE: Ada Developers' Academy

We are/I am writing to express my support for the efforts of the Technology Alliance to work with a group of interested community leaders to launch a not-for-profit computer software developer academy for women transitioning into the field from other disciplines. We are all very aware that there is significant demand for software developers in this region and a large gender imbalance in the field.

Having reviewed the approach the team is taking with the Ada Developers' Academy (ADA), we believe this effort can be successful in creating a community of highly-skilled technical women to meet Washington's hiring needs. A six month immersion program in the classroom followed by a full time apprenticeship is the right way to help women with aptitude and enthusiasm get to a place where they are hireable for developer positions by companies like ours.

We are enthusiastic that the State of Washington and the City of Seattle are stepping up to work with Ada Developers' Academy to help address the biggest limitation on economic growth for our region – the lack of available talent. We will definitely do our part to help make this effort a success.

Company Name: _____

Support Level Pledged: _____

Program Contact Name and Title: _____

Program Contact Email: _____

Sincerely,

Name and Title: _____

For more information:

Elise Worthy | sponsor@adadevelopersacademy.com | 206-612-3079