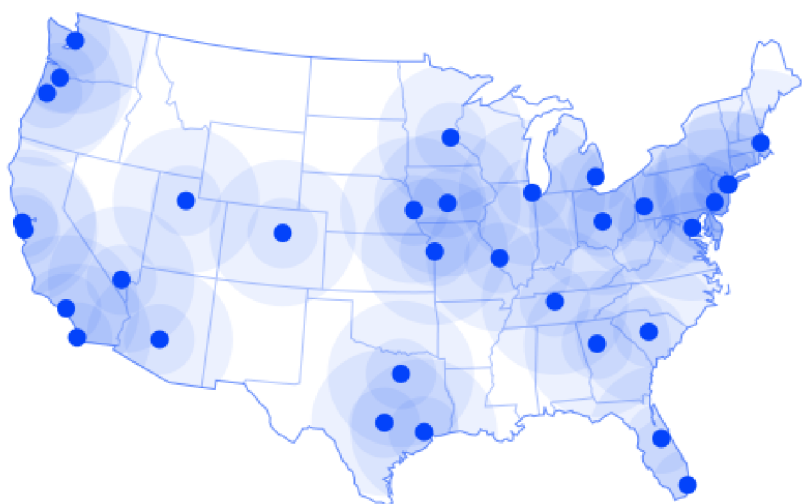


*Coding shows students they can change the world.
We get hesitant students to take the first step.*

Tech education for students who don't think they want it.

Many organizations increase access to computer science education, but most students still don't want to learn to code. We're different. Since 2009, StudentRND has inspired thousands of otherwise-uninterested students to take the first step, and start coding.



OVER 15k students FROM 38 cities

Seattle	Portland	Corvallis
San Francisco	San Jose	Los Angeles
Las Vegas	Salt Lake City	Phoenix
Boulder	Denver	Loveland
Austin	Houston	Dallas
Kansas City	Omaha	Minneapolis
Des Moines	Iowa City	Chicago
St. Louis	Nashville	Dayton
Atlanta	Detroit	Columbia
Boston	New York	New Jersey
Pittsburgh	Philadelphia	Washington DC
Orlando	Miami	Boca Raton

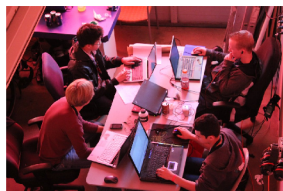
The strongest engagement with students who need it.

Although the salaries are high and the equipment accessible, students of color and those from low-income backgrounds make up less than 15% of computer programmers. Even when schools in these communities add CS classes, less than 8% of students take interest. Our programs are targeted to generate interest in these groups:



The most diverse programs.

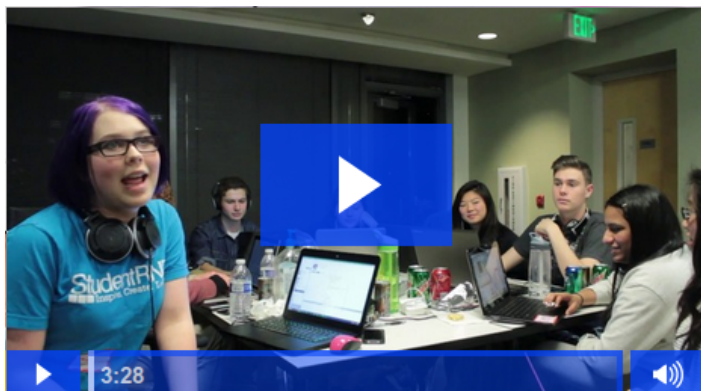
- 43% girls
- 38% low-income
- 28% students of color



Long-term impact.

- 80% continue coding
- 74% attend tech events
- 47% major in a tech field

CodeDay: A proven program for getting students started.



VISIT CODEDAY.ORG/VIDEO TO SEE WHAT A CODEDAY LOOKS LIKE.

Our flagship program, CodeDay, targets students with no prior coding experience, and offers them an opportunity to code something which interests them individually, rather than a standard assignment.

CodeDay works because students are inherently creative and curious. By offering students an opportunity to explore the fun and exciting side of the technology they use every day, we encourage students of all backgrounds to give STEM a shot.

As our results show, this really works.

Sponsorship Opportunities

StudentRND is a 501(c)(3) public charity with a mission to inspire students everywhere to learn to code. Each student who attends CodeDay costs us \$36, meaning the average CodeDay costs \$4,500 to run.

By sponsoring CodeDay, you are helping build a better future for students in your community. Your sponsorship directly supports:

- Broader marketing to students of under-represented groups in your city
- Providing scholarships to students in need

Host a CodeDay in Your Office

Providing a venue is a great way to support CodeDay and engage with the community! CodeDay only requires tables, chairs, and internet access for the 24-hours of the event. We handle set-up and clean-up, and have event insurance.

We're happy to discuss the requirements in more detail if you're open to the idea!

Community Sponsorships

By contributing \$250-\$1,000 for one city, or \$2,500 for a national sponsorship, you can help make CodeDay happen. In addition:

- Your logo will be listed on the CodeDay website, along with a link back to your site.
- You'll get a sign at the event with information about your company, and you can distribute swag.
- We'll tell students about your company at the kickoff, and explain why you support them (or you can send your own rep to speak).
- You and your employees can attend the event and meet the students.

API and Recruiting Sponsorships

For \$1,500 for one city, or \$5,000 nationwide, you can get additional company promotion:

- API Sponsorship: A 45-minute workshop (for national sponsors: we will train our staff to teach your workshop in cities in which you cannot attend)
- Recruiting Sponsorship: Access to the StudentRND recruiting tool, which contains resumes and open-source work from CodeDay attendees