



2018 Sponsorship Opportunities



Align your company's brand with Girl Develop It, get exposure to our vast community of women technologists, promote your diversity initiatives, and give back to our growing movement.

How Companies Support GDI

We work best with companies who are invested in supporting our mission and our long-term goals. Our ideal partner is one who works with us to build a mutually beneficial, sustainable partnership.

What makes us different

Girl Develop It believes underrepresented groups have been left out of technology education for no good reason. We reject the stereotypes that women aren't interested in technology and that people can't learn tech as adults. GDI chooses to focus on adults, who have been written off, letting them know it's never too late for them to learn.

Girl Develop It is committed to making sure women of all races, education levels, income, and upbringing can build confidence in their skill set to develop web and mobile applications. Through our accessible, affordable and hands-on programs we support and empower women seeking professional help in software and web development.



Our Reach

Social Media:

- Twitter: 100,000+
- Facebook: 18,000+
- Instagram: 3,900+
- LinkedIn: 6,300+
- Meetup 102,900+

Blog:

- Medium.com
 - two monthly posts 13,700 followers

Newsletters:

- Chapter Leader
- Community Leadership
- National



Support Levels

\$250k+ Mission Partner

Any combination of benefits listed below along with the opportunity to create a customized partnership with GDI leadership. We look forward to creating something amazing together!

\$100k Strategic Partner

- Logo with link on website supporters page
- Logo with link on chapter Meetup pages for Chicago, Boston, Philadelphia, Austin, Los Angeles, New York, Portland, San Francisco, San Jose, and Seattle
- Social media recognition on a quarterly basis
- Newsletter advertisement/promotion — Leadership, CL & National Newsletters
- Collaborated content
 - Sponsored Tweets
 - Sponsored blog post(s)
 - Newsletter feature — national newsletter
- Dedicated email to all members — sponsor content
- Recognition across major national in-person events
- Custom press release
- Inclusion as a sponsor on up to four national special events

\$75k Sustaining Partner

- Logo with link on website supporters page
- Logo with link on chapter Meetup pages for Chicago, Boston, Philadelphia, Austin, Los Angeles, New York, Portland, San Francisco, San Jose, and Seattle
- Social media recognition
- Recognition across major national in-person events
- Newsletter ad/promotion — Leadership, CL & National Newsletters
- Collaborated content
 - Sponsored Tweet
 - Sponsored blog post



- Newsletter feature — national newsletter

\$50k Champion Partner

- Logo with link on website supporters page
- Logo with link on chapter Meetup pages for Chicago, Boston, Philadelphia, Austin, Los Angeles, New York, Portland, San Francisco, San Jose, and Seattle
- Social media recognition
- Newsletter ad/promotion — Leadership, CL & National Newsletters
- One sponsored Tweet

\$25k Community Supporter

- Logo with link on website supporters page
- Social media recognition
- Newsletter ad/promotion — CL Newsletter

Professional Development Event Opportunities

In addition to Girl Develop It's wide variety of hands-on coding class offerings, we also partner with companies to host industry-focused professional development events. These events provide our students with a unique opportunity to meet and network with professionals in the industry, giving them access to connections and insider knowledge as they begin their career-changing journey, or re-enter the workforce.

Events like Meet the Company and our Day in the Life Panels are fully aligned with Girl Develop It's mission to unlock the potential of women returning to the workforce, looking for a career change, or leveling up their skills. Partner companies benefit from opportunities to connect their employees to our community, promote their company culture to our students, and meet face-to-face with talented potential hires from diverse professional and personal backgrounds — all while supporting Girl Develop It!

\$10k Meet the Company

Meet the Company is a networking and panel discussion event hosted at your company's office. The programming consists of networking, an optional office tour, and the main event is an hour-long panel discussion with audience Q&A. The panel features various technical roles within your company (preferably represented by women employees) giving an inside look at what their daily work consists of, sharing about their journeys, and giving advice for how to break into the industry, and more.

\$25k Multi-City Meet the Company

We'll coordinate Meet the Company for three offices in different locations or multiple visits to the same office in three different quarters.



Special event opportunities

\$10k Hackathon Supporter

Girl Develop It Hackathons are unlike most hackathons, our hackathons, geared towards beginners and tech-curious folks help people work together to find new (sometimes inelegant) solutions to a problem. Experienced technologists who are interested in sharing their knowledge and skills while working on projects that they are passionate about are also encouraged to attend.

A hackathon sponsorship at this level will help us hold one hackathon in one of our chapters located in a major city. Supporters at this level receive:

- Logo with link on website supporters page
- Social media recognition associated with promotion of the event
- Verbal recognition and logo on slideshow at the event

\$30k Hackathons Partner

A hackathon sponsorship at this level will help us hold up to four hackathons in our chapters located in a major cities. Supporters at this level receive:

- Logo with link on website supporters page
- Social media recognition associated with promotion of the events
- Verbal recognition and logo on slideshow at the events

- Onsite display of company information, job listings and swag available to participants
- Opportunity to open hackathon with welcoming remarks in city of your choice



2018 Leadership Summit

From September 13th - 16th in Chicago, Illinois, the annual Girl Develop It Leadership Summit will bring together 100 industry-leading technical women from our 60+ chapters across the country, representing more than 100,000 Girl Develop It members nationwide. The goal of the Summit is to provide our leaders with opportunities to connect, and to receive training and support in order to empower them to continue as ambassadors of GDI's mission, serve as leaders in their communities and the industry. The Summit features workshops on marketing, inclusive outreach, building a leadership team, effective storytelling and much more.

\$50K

- Opportunity to send a company representative to address leaders during Saturday program
- Inclusion as Girl Develop It headline sponsor including:
 - company logo, bio & highlight across Summit materials
 - one year of prominent positioning of logo/link across assets, including website Supporters page
 - one year of inclusion in national newsletter, including logo/link and company bio
- National and local social media promotion before, during and after Summit
- Individual recognition via social media
- Verbal recognition in Summit remarks
- Option to send company swag for swag bag



\$25K

- Inclusion as Girl Develop It sponsor including:
 - company logo, bio & highlight across Summit materials
 - one year of logo/link across assets, including website Supporters page
- National and local social media promotion before, during and after Summit
- Recognition via social media
- Verbal recognition in Summit remarks
- Option to send company swag for swag bag

\$10K

- Inclusion as Girl Develop It sponsor including:
 - company logo, bio & highlight across Summit materials
 - six months of logo/link across assets, including website Supporters page
- Recognition via social media
- Verbal recognition in Summit remarks