



Global Sponsor Prospectus

About Coderetreat

Coderetreat is a day-long, intensive practice event focusing on the fundamentals of software development and design. The coderetreat format has proven itself to be a highly effective means of skill improvement by providing developers the opportunity to take part in focused practice away from the pressures of 'getting things done.'

For 32 hours on Saturday, November 15th, 2014, thousands of developers all over the globe will join us to honour our craft, share knowledge, and practice by "playing our instruments behind the scenes" to learn from each other.



About Global Day of Coderetreat 2014

The **Global Day of Coderetreat** helps to find, encourage, and educate the next generation of software developers through sponsoring different initiatives and organizations. This year we will sponsor **CoderDojo**.

Last year, over 170 locations and more than 5,000 registered participants all over the globe joined us for the Global Day of Coderetreat. This year we expect even more!

About CoderDojo

Giving kids and young people all over the world better access to the magic behind the technology that surrounds us and touches almost everything that we do in our lives, **CoderDojo** is a global volunteer-led community of free programming clubs for young people between 7 and 17.



Within **CoderDojo** there is a focus on developing creativity, a sense of community, peer learning skills, mentoring and self led learning with an emphasis on openness and showing how coding can be a force for positive change.

Sponsoring Coderetreat and CoderDojo!

As a sponsor, you will help to create a future world where every child has equal opportunity to learn about technology and be creative in a safe and social environment.

Your brand will be seen by over 3,000 interested, engaged, skilled, and community connected software developers and IT students from all over the globe.

Give your business the opportunity to have a positive impact on the community!

Become a Sponsor!

Galaxy Sponsor - 7500 USD

- ◆ 3 Minute recorded video to be shown during all 200 events.
- ◆ Personalized slide in the rotating deck - running 8 separate times at all 200 events.
- ◆ Logo on the Global day of Coderetreat website and the CoderDojo Supporters section.
- ◆ Broadcast thanks from thousands of participants on Social Networks (such as Twitter, Facebook, Google+, IT Forums and Blogs).

Globe Sponsor - 4500 USD

- ◆ Personalized slide in the rotating deck - running 8 separate times at all 200 events.
- ◆ Logo on the Global day of Coderetreat website and CoderDojo Supporters section.
- ◆ Broadcast thanks from thousands of participants on Social Networks (such as Twitter, Facebook, Google+, IT Forums and Blogs).

Continent Sponsor - 2500 USD

- ◆ Company's logo displayed on slide with up to 5 other sponsors. Deck runs 8 separate times at all 200 events.
- ◆ Logo on the Global day of Coderetreat website and CoderDojo Supporters section.
- ◆ Broadcast thanks from thousands of participants on Social Networks (such as Twitter, Facebook, Google+, IT Forums and Blogs).

Time-Zone Sponsor - 1500 USD

- ◆ Company's logo displayed on slide with up to 10 other sponsors. Deck runs 8 separate times at all 200 events.
- ◆ Broadcast thanks from thousands of participants on Social Networks (such as Twitter, Facebook, Google+, IT Forums and Blogs).

Giveaway Sponsor

- ◆ Promotional (event specific) material and giveaways which help increase excitement at the event.

Contact Information

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**Global Day of
CODERETREAT**
2014, 15 Nov

