



codebar

sponsorship prospectus

# Who we are?

We are a non-profit initiative that facilitates the growth of a diverse tech community by running regular programming workshops around the world.

We are here to tackle the tech industry's diversity problem by enabling under-represented groups to learn programming in a safe and collaborative environment. We help them build upon their skills and increase employability, helping them to pursue a career in technology.

# What do we do?

We organise and facilitate regular workshops in cities around the world including: London, Brighton, Cambridge, Manchester, Edinburgh, Berlin, Barcelona, Sydney and New York City. The full list of chapters can be found on our homepage - [codebar.io](https://codebar.io)

We also run one-day events that focus on topics such as contributing to Open Source Software, mindful code, getting started in the tech industry and more. Whenever we can, we also offer opportunities to our students to attend leading programming conferences so they can build upon their skills and network with like minded people.

# Why sponsor us?

Women in the UK make up 46% of the workforce but in technology the number drops to less than 20%. Stereotypes, socio-psychological factors, external barriers such as male dominated environments and a lack of role models in the sector are some of the contributing factors.

Supporting us means you provide women, non-binary, LGBTQ+, and other under-represented groups the tools to get started with their development career and further current skills.

Sponsoring us is also a great way to attract fresh and passionate talent to your company and to show your active efforts in tackling the industry's diversity problem.

**Tiers**

# Gold

**Donate: £5000 (€5700/\$6500)**

What we offer:

- 5 spots at a codebar workshop or event for your employees
- 5 minute lightning talk about your company, and what you do, at one of our weekly workshops
- Your logo printed on any marketing materials we produce (leaflets, flyers, etc.)
- Your logo on a dedicated sponsors slide in any of our conference presentations
- Your logo listed on top of our Sponsors page under Gold tier
- Promote any Junior Developer roles you have on our website, Twitter, and Slack
- A shoutout to our 5400+ Twitter followers
- A blog post dedicated to your company and your support of codebar
- 4 free job posts on our job board.

# Silver

**Donate: £2500 (€2850/\$3250)**

What we offer:

- 3 spots at a codebar workshop or event for your employees
- 5 minute lightning talk about your company, and what you do, at our weekly workshops
- Your logo printed on any marketing materials we produce (leaflets, flyers, etc.)
- Your logo listed on our Sponsors page under Silver tier
- A shoutout to our 5400+ Twitter followers
- A blog post dedicated to your company and their support of codebar

# Bronze

**Donate: £1000 (€1150/\$1300)**

What we offer:

- 1 spot at a codebar workshop or event for your employees
- Your logo listed on top of our Sponsors page under Bronze tier
- A shoutout to our 6700+ Twitter followers
- A mention of your contribution when the money is used, either on Twitter or on our blog



# Venue

Host at least 1 codebar workshop or event

What we offer:

- 5 minute lightning talk about your company focused on the tech, at your hosted workshop
- Your logo on our Sponsors page under general tier
- Tweets about the venue ahead of the workshop and during the workshop to our 5400+ followers

# Supporter

Provide free digital or promotional services that support ongoing infrastructure and promotion

What we offer:

- Your logo listed on our Sponsors page under general tier
- A shoutout to our 5400+ Twitter followers

# Testimonials



codebar is so different to anything else I do at the moment. I love that I'm learning and that the people I meet are all so interesting. Maybe I'll become a developer (hopefully!) and maybe not. It's worth it every week though! It's great seeing the things you create come to life and discovering a whole world of information you use everyday without even realising.



Sarah Gray  
student



Diversity in technology is really important to me, and coaching at codebar has allowed me to use my knowledge and skills to make a difference for those trying to break into the industry as well as, hopefully, to the industry itself.

codebar has helped to increase my own confidence in my skills, there is nothing better than teaching to cement your own knowledge and improve your ability to share technical ideas.

Finally, the people at codebar are what really make the coaching awesome. There is a strong and supportive community not only between the students and coaches but also from coach to coach. I've met many talented and passionate people from across the industry and made some truly brilliant friends.



Jo Franchetti  
coach



I initially became involved with codebar in 2014 when I started attending as a student at the, then new, Brighton chapter. I had recently taken a training position in a company to become a web developer and was keen to further my skills outside my role. For me, the biggest impact of codebar was not just what I learnt, but the support and community that grew around it.

Before long I was mentoring students and had become a co-organiser. I began co-organising as I wanted to help codebar become a large part of Brighton's community. I knew that there would be so many people who could benefit from its work. We have had students transition to become codebar coaches and students go on to start new careers in tech, landing roles in local companies.

Now, two years on, it has been one of the most rewarding things I have taken on in my life.



Dorothy Wingrove  
organiser



Shutl has supported codebar since its inception in 2013, as a key part of our ongoing efforts to address diversity in technology. We've provided sponsorship, hosting and several of our team coach at events too. It's worked out great for us - in addition to seeing new people come into our industry, we've honed our own coaching skills and have had the opportunity to showcase our team to a wide group. This has helped with our own diversity, standing in the community and hiring more generally. I'd strongly encourage other companies to sponsor.



Sam Phillips  
sponsor

**For more information on how  
codebar affects the tech  
communities it operates in have a  
read of our codebar stories blog:  
[medium.com/codebar-stories](https://medium.com/codebar-stories)**



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**medium.com/the-codelog**