

Girl Develop It

don't be shy. develop it. 

DALLAS-FORT WORTH

2014 SPONSORSHIPS



WHAT IS GIRL DEVELOP IT?

Girl Develop It is a charitable organization certified by the Board of Education, to provide low-cost software development learning opportunities to underrepresented groups, with a focus on women, in supportive, judgment-free environments.

Founded and managed by developers, our vision is to create a network of empowered women who feel confident in their abilities to code and build beautiful web and mobile applications.

We aspire to increase the number of women pursuing computer based jobs, empower women to start their own online businesses, and enter traditionally male-dominated computer engineering career fields.

Women of all ages, income levels, demographics and education levels are welcome to attend our high-value low-cost courses.

By teaching women around the world from diverse backgrounds to learn software development, we can help women improve their careers and confidence in their everyday lives.

The Problem, in Numbers

From the National Center for Women & Information technology [scorecard](#):

- In the U.S. in 2009, women earned 57% of all undergraduate degrees, 52% of all math and science degrees, 59% of the undergraduate degrees in biology and 42% of mathematics degrees, but only 18% of all computer and information sciences undergraduate degrees.
- Women's quit rate in technology exceeds that in other science and engineering fields; 56% of women in technology companies leave their organizations at the mid-level point (10-20 years) in their careers.
- Despite the fact that about 46 percent of the workforce and more than 50 percent of college students are female, they represent only about 35 percent of startup business owners.
- 1.4 million computer specialist job openings are expected in the U.S. by 2020.

The Girl Scouts of the United States (statistics based on a group of 850 girls supplemented by literature and past research):

- About half of all girls feel that STEM isn't a typical career path for girls. 57% of girls say that if they went into a STEM career, they'd have to work harder than a man just to be taken seriously.

SPONSORSHIP OPPORTUNITIES

We rely on the generosity of individuals, companies and other organizations to make Girl Develop It possible. 100% of sponsor dollars go toward venue rental, student scholarships, and general operating costs.

IN-KIND DONATIONS

Providing in-kind event space and/or snacks for classes and special events. We also accept in-kind goods and services, such as used laptops, software, and other equipment.

SCHOLARSHIP FUND

For every class, we offer the opportunity for a student to apply for scholarship assistance to pay for the tuition.

CASH DONATION

The chapter fund is used to pay for loaner laptops, software and event space if necessary. The chapter fund is also what helps for special events and hackathons.

**Please note: any donation less than \$1000 will be directed to the General National Fund. Donations more than \$1000 can be specified for the local chapter fund.*

MEDIA PARTNER/OUTREACH

Promote GDI's mission, raise awareness, recruit instructors and TAs and promote fundraising.



The Goal

We would like to provide food, water, soft drinks and a bar. In addition, we would like to have a silent auction and/or raffle to benefit our scholarship fund. It will be a great place for sponsors to connect with our students, volunteers and greater Dallas community. Make your donation of food, drinks, door prizes, auction/raffle items, and/or DJ services and get access to our organization.

Sponsorship Definitions

- **Donor:** organization or person donating money ONLY.
- **Sponsor:** this is an ongoing relationship with an organization or person donating items or services ONLY. This includes food and space.
- **Partner:** this is an ongoing, mutually beneficial relationship with an organization/company. This may include long term agreements for use of space, recurring scholarships or donations, multi-city sponsorships, etc.

SPONSORSHIP PACKAGES & BENEFITS

Our sponsorship packages are designed to maximize your investment and help you reach your desired audience.

WHAT YOU GET	PACKAGE I Venue or items One-time donation of facilities, items or prizes for events	PACKAGE II Venue or items Ongoing use of facilities and/or equipment	PACKAGE III \$1000 Monies used on equipment, venue rental & special events	PACKAGE IV \$1000 Monies used on launch party to market the DFW Chapter
Opportunity for Table @ Party				✓
Signage at special events			✓	✓
Access to GDIDFW students/classes			✓	✓
Sponsor Spotlight on Blog		✓	✓	✓
Logo/Link on website, Meetup	✓	✓	✓	✓
Social Media Love	✓	✓	✓	✓
Mention during event	✓	✓	✓	✓
Logo on event marketing	✓	✓	✓	✓

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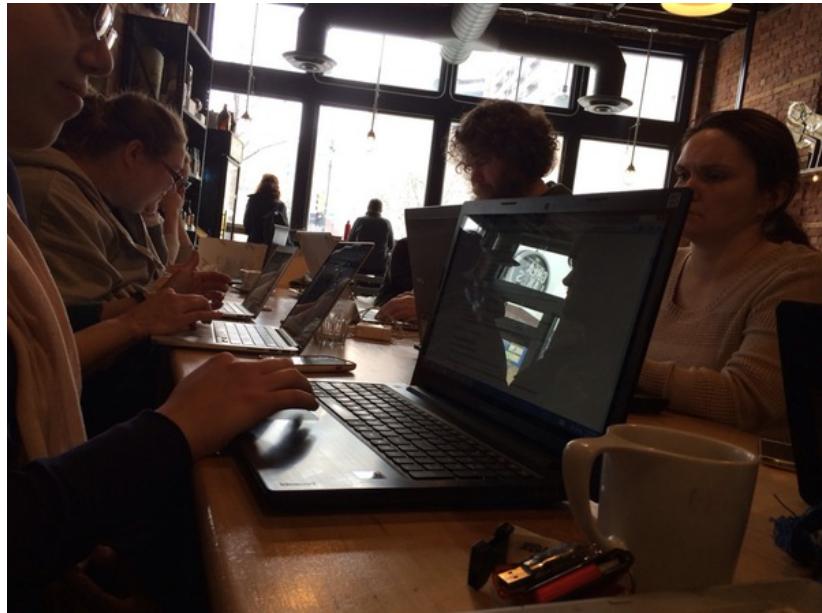
Requirements for event space:

- Seating for 20-25 students
- A projector and screen, or TV with HDMI connections

- Access to WIFI and power strips
- A person to help lock up the space properly afterwards
- Pizza or snacks (optional, but appreciated)

SPECIAL EVENTS

We hold several non-class events throughout the year, each of which provides the opportunity to reach a larger audience.



Classes and Workshops

We are currently offering a variety of beginner-level classes that can be found on [meetup.com](https://www.meetup.com). We have already had several students successfully placed in jobs and we have only been a Chapter for a little over a month.

Official Launch Party

The launch party will be held at the beautiful Rachel Nash Gallery in Deep Ellum. We would like to provide food, water, soft drinks and a bar. In addition, we would like to have a silent auction and/or raffle to benefit our scholarship fund. It will be a great place for sponsors to connect with our students, volunteers and greater Dallas community. Make your donation of food, drinks, door prizes, auction/raffle items, and/or DJ services and get access to our organization.

At a glance:

- Located in historic Deep Ellum
- 2,200 sq ft open interior
- Free Admission
- 200 attendant capacity

Career Development Series

This four-part series is aimed at giving attendees the tools they need to advance their career. Each hands-on session will give clear advice and suggestions to improve resumes, create an effective cover letter, preparing for the interview, integrate social media into the career search process, and evaluate a job offer. Students may register for one, two, or all of the sessions. This is a perfect opportunity for recruiting agencies to meet new talent.

SPONSOR GIRL DEVELOP IT!

Sponsors of Girl Develop It demonstrate a commitment to social change and innovation by providing women the opportunity to grow their skill set in software development. We rely on the generosity of individuals, companies and other organizations to make Girl Develop it possible.

Promote and Showcase

You can present your brand, company and products to our attendees, and meet potential clients and new employees face to face. No worries: we'll work with you every step of the way; creating the very best conditions for forging lasting, meaningful connections with our attendees and students.

Other Benefits of Sponsorship

- Show your commitment to closing the gender gap in STEM fields
- Connect your company or organization with our community of students
- Branding opportunities with our curriculum and websites
- All donations are tax deductible per our 501(c)(3) status

We'd love to sponsor your launch!

Fantastic! Just send us an email at dallas@girldevelopit.com with your sponsorship level/ideas and we will get back to you with details. Thank you so much for helping make this local conference great!

Can I help in some other way?

Of course! We're always in need of teachers and venues for our classes, as well as general donations for our chapter. Just send us an email and we'll get right back to you!

Keep it Touch!

Girl Develop It: <http://girldevelopit.com>

GDI DFW: <http://gdidallas.com/>

Launch Party: <http://gdidallas.com/launch>

Meetup: <http://www.meetup.com/Girl-Develop-It-DFW>

Twitter: <http://www.twitter.com/gdidefw>

Facebook: <http://www.facebook.com/gdidefw>

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GET INVOLVED

Want to make a difference in Dallas's tech community while being part of a fun and enriching community? Girl Develop It wants you!

Teachers & Teaching Assistants

You No prior teaching experience needed – just a desire to teach! GDI helps with all the rest, including preparing curriculum, materials and organizing your first class.

Examples of past and upcoming classes are listed below, but if you've got an idea for a new class, we'd love to hear about it!

- Intro to HTML & CSS
- Intro to JavaScript
- PHP and MySQL
- Sass & CSS Preprocessing
- Intro to Java
- Wordpress 101

Volunteers

You We're always looking for volunteers to help out with events and parties. Email us to get involved with the GDI crew!

And hey – even if you can't help in any of these ways, you can help us by spreading the word. Let your female friends and family know about Girl Develop It and encourage them to take a class or two. Who knows - they may turn out to be the next great developer!

What are you waiting for? Girl, Develop It!



"These women get it: they get the science; they get that it's harder when you're not like the majority of people out here; they get that things are more fun when it's a no-judgment zone"

- Tanya, Girl Develop It Student