

Girl Develop It

don't be shy. develop it. 

DALLAS-FORT WORTH

**2014 LAUNCH PARTY
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.

LET'S PARTY

Help us officially kick-off Girl Develop It's mission in the Dallas/Ft. Worth community!
100% of sponsor dollars and items go toward the event costs.

WHO, WHEN AND WHERE

The official launch of Girl Develop It DFW will take place on 21st of August 2014. The launch party will be held at the beautiful Rachel Nash Gallery in Deep Ellum.

At A Glance

200

developers, designers, and business owners; all looking to network and support the Dallas tech community.

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



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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.

Why Sponsor This?

Our launch party will be chock-full of amazing people who are looking to learn and grow, and looking for companies that will help them in that endeavor through employment and partnerships. Sponsoring a local tech event like this is the perfect way to let all of the awesome developers, designers, project managers, & software enthusiasts who are in attendance know that you are the kind of company that invests in a strong software community, and believes in the continuous growth and learning of your employees and partners.

www.gdidfw.com / dallas@girldevelopit.com / [@gdidfw](https://twitter.com/gdidfw)

SPONSORSHIP PACKAGES

There are lots of ways in which you can be a part of our official launch. Perhaps you'd like to put your name to something really memorable and a bit different? No problem! We're offering the following special sponsorship packages.

FOOD \$2000 <i>1 AVAILABLE</i>	SWAG BAG \$750 <i>2 AVAILABLE</i>	BEVERAGES \$750 <i>1 AVAILABLE</i>	PHOTOBOOTH \$800 <i>1 AVAILABLE</i>	SNACKS \$750 <i>1 AVAILABLE</i>	PRIZES/RAFFLE VARIES <i>NO LIMIT</i>
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Provide attendees with appetizers and hot food

Provide the first 50 attendees a gift bag with swag and goodies

Provide attendees with alcoholic and non-alcoholic beverages

Provide a great memento for attendees with YOUR logo on it

Provide attendees with treats/snacks

We'll be raffling off some nice prizes to raise money for our scholarship fund.

Ex. T-Shirts, USB Drives, mouse pads, pens, etc.

Ex. custom M&Ms, popcorn, pretzels, etc.

Ex. tablet, co-working membership

CASH DONATIONS*
ARE ALSO WELCOME

If you would like to donate money for the event, 100% of the money will go toward items, entertainment and/or prizes for the event.

**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.*

SPONSORSHIP BENEFITS

Our launch will give you the opportunity to connect with talented developers, designers, entrepreneurs, and leaders in the DFW community, as well as:

WHAT YOU GET	FOOD	SWAG	BEVERAGES	PHOTOBOOTH	SNACKS	PRIZES	CASH*
Opportunity for Table @ Party	✓						✓
Sponsor Spotlight on Blog		✓					✓
Logo on T-Shirt			✓				
Logo on Goodie Bag			✓				
Logo on photo-strips					✓		
Table Tents @ Party			✓		✓	✓	✓
Logo on event marketing	✓	✓	✓	✓	✓		✓
Logo/Link on website, Meetup	✓	✓	✓	✓	✓		✓
Goodie Bag Inserts	✓	✓	✓	✓	✓		✓
Social Media Love	✓	✓	✓	✓	✓	✓	✓
Mention during event	✓	✓	✓	✓	✓	✓	✓

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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/gdidfw>

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

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