



••• T E C H - M O M S
SPONSOR PACKAGE

RAISING UP THE NEXT LEVEL OF
DIVERSE TECHNOLOGY TALENT

RizeNext Corp, a social good for-profit organization, is expanding the tech talent pool by activating women who are ready to jump start their careers. Through our 9-week, part-time training program, we provide moms the opportunity to build the skills, knowledge, and professional network needed to transition into or re-enter a career in tech.

Utah has a high percentage of women who work part-time in low-wage jobs or leave the workforce entirely for a season to focus on care giving. Yet many women don't recognize that tech jobs can be ideal for mothers, offering flexibility, opportunities for advancement, and good salaries. The tech sector growth drives the opportunity to utilize our most under-utilized resource, our women. Preparing women to fill these jobs is vital for the long-term economic well-being of our families, businesses, and states.

Our Vision

We envision a future where moms are diversifying the marketplace by contributing to the design and development of technology products and services; where moms are strengthening communities by creating businesses and thriving in jobs with livable wages and advancement opportunities; and where moms are role models for their kids, inspiring future innovators by engaging with technology in ways that lead to intergenerational economic mobility for families.

Our Mission

[Problem] Having tech skills is essential to survival in today's increasingly globalized and digital economy, and in the US, hundreds of thousands of tech jobs remain unfilled every year. Yet many women with kids -- mothers -- who want to acquire these skills can't access existing training programs due to childcare, work, or financial constraints. Even if they are able to overcome these barriers, it's often difficult for moms at the beginning of their journey to know where to focus their efforts, given tech's fast-changing landscape and vast array of roles and programming languages.

[Solution] Help mothers gain the technical skills, industry knowledge, and community support needed to advance toward a career in tech by offering a training program specifically designed for moms -- one with on-site childcare, a part-time schedule, a supportive learning environment, and affordable tuition.

Why We Focus on Women with Children

According to McKinsey, achieving gender parity in workforce participation between men and women will increase U.S. GDP by 10%. With 86% of American women become mothers by age 44, sidelining them is thus a colossal waste of human capital.

Millennial women, who represent the largest and most educated generation of women in American history, are now birthing 82% of new babies. Already 17 million strong and expected to grow by a million more annually over the next decade, Millennial moms are in danger of being left behind, as were previous generations.

Tech-Moms Program Overview

Tech-Moms is a bridging program that provides each woman exposure to key, in-demand roles and provides initial skills in each to move them from a "rookie" to a "novice." RizeNext coaches and mentors each student in selecting a career pathway and identifying positions available within their region.

We instruct women on coding in HTML/CSS and introduction to Java Script. We also bring in industry experts and perform presentations & workshops in additional tech skill areas including Cyber Security, UI/UX, Data Science, Product Management, Digital Marketing and other relevant, in-demand roles.

The program runs for 9 weeks on Saturdays from 10-4. Through sponsorships, childcare is provided which allows individuals that have jobs or family demands the ability to participate.

Bridging into the Tech Workforce

NOVICE

Introduction to the digital economy & key concepts to help **demystify** the tech industry.

BUILD KNOWLEDGE

Increase knowledge through an initiation to various technology roles; UI/UX Design, Product Management, Data Science, Cyber Security & Software Development.

ROOKIE

Begin to build a network and community of like minded women who are entering the tech field together.

Leverage new found understanding to **select a career path that fits personality and interests.**

Additional education and/or internship, apprentice, job

Corporate sponsors allow us to facilitate the programs and scale as we move forward and expand our offerings.

Sponsorship Levels

Title Sponsor \$12,000 Donation (4 Students)

Gold Sponsors \$6,000 Donation (2 Students)

Silver Sponsors \$3,000 Donation (Full Tuition)

Bronze Sponsors \$1,500 Donation (1/2 tuition)

Program sponsorship goes toward workshop trainers, program management, program materials and equipment, and after-program support for participants.

Targeted Sponsorship

We are also seeking sponsors for the following specific program offerings:

- Lunch sponsors (\$250 per lunch/or in-kind donation)
- Childcare Sponsors (\$1,500 - \$3,000 per cohort)
- Scholarship Sponsors (\$3,000 per student)
- Daily Session Sponsors (\$2,000 per session)
- On-site Visit Sponsor (\$1,000)

Show Your Support

Along with donations, corporate sponsors can involve their employees to serve as program mentors and guest speakers, informing students of the variety of tech roles available in local areas (including hard-to-fill roles in their companies). Sponsors are featured on all marketing and messaging materials and highlighted in classroom training sessions.

In addition to in-class support, a core component of true success is in placing our women in internships, apprenticeships or positions within companies. Please reach out to learn more about hiring our graduates.

Companies providing opportunities for those completing the program helps in driving real change. This is a fantastic opportunity for companies to show their commitment to expanding the diversity within their teams and creating better opportunities for Utah women.

Making a Difference

The Tech-Moms program makes a world of difference in the lives of our graduates. Women make up a relatively small segment of all tech workers nationally (the rates are even lower in Utah), yet companies thrive with greater diversity among their teams. RizeNext creates a pathway to a better future for women, their families, our companies, and the local economy. Please join us in this important work.

RizeNext, Technical & Professional Development

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