



Sponsorship Prospectus

Sponsorship coordinator: Julissa Jansen

Organizers: Melissa Xie, Gabe Berke-Williams

<http://railsbridgeboston.org>

The RailsBridge Boston Workshop is a free 1.5 day course to teach people with no prior experience, mostly women, the skills to develop a web application using Ruby on Rails.

We are a group of seasoned software developers with a passion for promoting diversity in technology. We all work as volunteers in this effort to provide women of all backgrounds with a solid introduction to concepts, tools, and techniques of Rails programming, as well as an entry point into the active and supportive Boston Ruby community.

Since August of 2012, we have held 9 workshops and taught over 400 students, 85% of which were women.

Check out our video at <http://bit.ly/rbbteaser> to see what our workshop is like!

Here is a breakdown of how the sponsorship funds are spent:

Food and Beverages

Our expected class size is 100 people: 80 students and 20 teaching assistants. We provide dinner on Friday and breakfast and lunch on Saturday. This typically results in 25-30 large pizzas, salads, sandwiches, sodas, and several gallons of coffee, costing \$3,000-4000.

Saturday Post-Workshop Celebration

After students have concluded the workshop, we gather at a nearby restaurant to celebrate a successful program. This is also a key opportunity for students to network with each other and with the workshop volunteers and sponsor representatives. We typically cover the first round of drinks and appetizers which cost around \$1,000.

Some of our previous sponsors include the following:

thoughtbot

PayPal

ActBlue

Visible Measures

Launch Academy

General Assembly

Terrible Labs

Digital Lumens

Yesware



Sponsorship Packages

As a way to thank you for the generous contribution we offer the following sponsorship packages:

Gold - \$500

- Your company logo and link displayed on the event page.
- Acknowledgement during both Friday and Saturday sessions, in email communications with the students, and in the blog post reviewing the event.
- An invitation to introduce your company directly to the audience at the beginning of the Friday session.
- An invitation to attend the Saturday Post-Workshop Celebration with students, TAs, and organizers.

Platinum - \$1000

- All of the Gold level benefits.
- A larger logo on displayed on our event page, along with a short description of the company/organization.

Other opportunities

Your company can also take advantage of these extra opportunities:

- Meal sponsorship - pay for an entire meal or the post-workshop celebration, and we'll include your logo and a brief description.
- Giveaways sponsorship - provide some freebies that we can give away!

Interested in sponsoring?

Fill out this form: <http://goo.gl/forms/HG9ZLBABuJ>, and you should receive an invoice from School Factory within a week or two. If you have any questions about sponsorship or payment, contact us via RBBsponsorships@gmail.com.