



Sponsorship Prospectus

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<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 5 workshops and taught 238 students, of which 200 are 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 120 people: 90 students and 30 teaching assistants and lecturers. We provide dinner on Friday and breakfast and lunch on Saturday. This typically results in 30 large pizzas, salads, sandwiches, sodas and several gallons of coffee. The cost of food and beverages is around \$3,000.

Saturday Evening Social

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

The teaching staff and all the organizers are unpaid volunteers. The venue for our next workshop is the New England Research & Development (NERD) Center and is provided by Microsoft at no cost.

Some of our previous sponsors include the following:

thoughtbot

PayPal

ActBlue

Visible Measures

Launch Academy

General Assembly

Terrible Labs

Digital Lumens

Yesware



Sponsorship Options

As a way to thank you for the generous contribution we offer the following to all of our sponsors:

- Your company logo and link displayed on the workshop website, railsbridgeboston.org.
- 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 Evening Social with students, mentors and organizers.

Platinum - \$1000

In addition to all the benefits above, you have the opportunity to receive a list of attendee emails, excluding any one has opted out.

Gold - \$500

Other opportunities

Your company can also take advantage of these extra opportunities:

- Meal sponsorship - pay for an entire meal and we'll explicitly mention your company's contribution.
- Giveaways sponsorship - provide some freebies that we can giveaway!

Payment

You can make your contribution by either paying via PayPal or writing a check payable to *Railsbridge Boston*. More instructions will be provided on how to do either option.

Interested in sponsoring?

Please fill out this form: <http://bit.ly/rbb1013sponsor>, and we'll get back to you as soon as we can! If you have any questions about sponsorship or payment, contact us via RBBsponsorships@gmail.com.