



# 8TH ANNUAL BROTHERS CODE

**SPONSORSHIP OPPORTUNITIES**

Saturday, December 12, 2020 // ONLINE



# 8TH ANNUAL BROTHERS CODE

**7,000+ YOUTH  
SERVED**

**1,100+ PARTICIPANTS  
TO DATE**

Technology is everywhere today, but only a tiny fraction of students are learning how to create technology. Brothers Code is part of the larger movement to introduce youth to tech as part of National Computer Science Education Week.

The Hidden Genius Project invite young men and women of color in middle and high school to join the 8th Annual Brothers Code event, Saturday, December 12, 2020 online. This event is meant to expose young people to skills and networks that can guide them to exciting opportunities within the tech sector. We will also host a concurrent program for adults. Participants will:

- Play with technology while practicing coding and programming skills
- Explore the vast range of career opportunities within the tech sector
- Learn about the various opportunity pathways that can lead to participation in the tech sector
- Investigate the various ways they can leverage technology to strengthen their communities
- Network with enthusiastic tech sector professionals from a range of backgrounds

Your sponsorship supports a day of introducing young people and adults of color to the basics of coding education. We are seeking sponsors who believe in The Hidden Genius Project and are committed to investing in the success of our communities of color.

**#BROTHERSCODE2020**  
**SPONSORSHIP OPPORTUNITIES**



BROTHERS CODE // SATURDAY DECEMBER 12, 2020

# SPONSORSHIP LEVELS

| LEVEL OF SUPPORT                  | VISIONARY<br>\$100,000 | ACCELERATOR<br>\$50,000 | TRAILBLAZER<br>\$25,000 | PATHFINDER<br>\$10,000 |
|-----------------------------------|------------------------|-------------------------|-------------------------|------------------------|
| LOGO ON HOMEPAGE                  | X                      | X                       | X                       | X                      |
| LOGO ON PARTNER PAGE              | X                      | X                       | X                       | X                      |
| RECOGNITION IN E-NEWSLETTER       | X                      | X                       | X                       | X                      |
| ACKNOWLEDGEMENT AT EVENT          | X                      | X                       | X                       | X                      |
| VISUAL SLIDE AT EVENT             | X                      | X                       | X                       | X                      |
| EVENT PRESS RELEASE MENTION       | X                      | X                       | X                       |                        |
| LOGO ON VIRTUAL EVENT HOME BANNER | X                      | X                       | X                       |                        |
| WEEKLY SOCIAL MEDIA RECOGNITION   | LOGO + FEATURE         | LOGO                    | LOGO                    |                        |
| SPEAKING OPPORTUNITY AT EVENT     | X                      | X                       |                         |                        |
| PR CHECK PRESENTATION             | X                      | X                       |                         |                        |

## OUR MISSION

The Hidden Genius Project trains and mentors Black male youth in technology creation, entrepreneurship, and leadership skills to transform their lives and communities.

