

K12 STEM Education Sponsorship Levels

Version 1.0 – 03/08/2019

NewBoCo K12 STEM Education Sponsorship Levels

Your sponsorship helps us build and grow Iowa's K12 initiatives that build our long-term workforce through teaching computer science, critical thinking, and STEM skills in schools in Iowa.

All sponsor levels receive **recognition and these perks:**

- Mention in segmented E-Newsletters sent to 2000+ individuals 6+ times per year
- Social media mentions across appropriate channels
- Listed in our Annual Report
- Listed on Website
- Event recognition on screen at CoderDojo
- An invitation to our Annual Meeting
- Personalized tour of NewBoCo & Geonetric facility for 5 team members

Level	Additional Sponsorship Perks
Supporter: \$2,500/year	Opportunity to serve as a judge for Future City Iowa
Builder: \$5,000/year	Logo on slides, printed program and mention from stage at: <ul style="list-style-type: none"> • CoderDojo • Code++ events • Future City State Championships Opportunity to serve as a judge for Future City Iowa
Pathfinder: \$10,000/year	Logo on slides, printed program, mention from stage and opportunity to provide branded promotional materials to event participants: <ul style="list-style-type: none"> • CoderDojo • Code++ events • Future City State Championships • FIRST LEGO League Cedar Rapids championships Opportunity to serve as a judge for Future City Iowa Optional CoderDojo team building activity with team of 5-10 employees
Pioneer: \$15,000/year	Logo on slides, printed program, mention from stage and opportunity to provide branded promotional materials to event participants: <ul style="list-style-type: none"> • CoderDojo • Code++ events • Future City State Championships • FIRST LEGO League Cedar Rapids championships Opportunity to serve as a judge for Future City Iowa Optional CoderDojo team building activity with team of 5-10 employees Opportunity to lead and help define curriculum for one CoderDojo Session

<p>Trailblazer: \$25,000/year</p> <p>LIMITED TO 4</p>	<p>Logo on slides and printed program, mention from stage, and opportunity to provide branded promotional materials to event participants:</p> <ul style="list-style-type: none"> • CoderDojo • Code++ events • Future City State Championships • FIRST LEGO League Cedar Rapids championships • Code.org statewide teacher training events <p>Opportunity to serve as a judge for Future City Iowa Opportunity to lead and help define curriculum for one CoderDojo Session</p> <p>Optional CoderDojo team building activity with team of 5-10 employees</p> <p>Listed as STEM Sponsor for our Iowa Code.org initiative, statewide</p>
<p>Champion: \$50,000/year</p> <p>LIMITED TO 4</p>	<p>Logo on slides and printed program, mention from stage, opportunity to provide branded promotional materials to event participants and optional 3 minutes to speak to selected audiences:</p> <ul style="list-style-type: none"> • CoderDojo • Code++ events • Future City state championships • FIRST LEGO League Cedar Rapids championships • Code.org statewide teacher training events <p>Opportunity to serve as a judge for Future City Iowa Optional CoderDojo team building activity with team of 5-10 employees Opportunity to lead and help define curriculum for one CoderDojo Session Listed as STEM Sponsor for our Iowa Code.org initiative, statewide Opportunity to speak to teachers at Code.org Summer Workshop</p>

Multi-year commitments

As part of our mission in this region, your multi-year commitment makes it possible for us to tell the story of what our work means in relation to your organization's mission.

With a 5-year commitment at \$2,500 / \$5,000 / \$10,000 / \$15,000 levels:

- 1 social media campaign per year highlighting our organizations' relationship re: K12 STEM Education

With a 5-year commitment at \$25,000 level:

- 1 co-created, custom developed multi-channel campaign per year highlighting our organizations' relationship to tell the story of K12 STEM Education as written/digital imagery, distributed via social media and other channels, with a national perspective.

With a 5-year commitment at \$50,000 level:

- 1 co-created, custom developed multi-channel campaign per year highlighting our organizations' relationship to tell the story of K12 STEM Education **as videos, podcasts,** and/or written/digital imagery, distributed via social media and other channels, with a national perspective.

Storytelling examples

What does computer science education mean for Iowa? Opportunity. That's why NewBoCo and Code.org are training teachers across the state how to teach computer science. Meet educators and students from the northeastern Iowa community of Osage, where they've been able to bring computer science education into the classroom in only a year.

<https://vimeo.com/301053057>