



## 2024 NewBoCo Professional Development Week

NewBoCo's Computer Science Professional Development (CS PD) programs aim to support PK-12 Computer Science education throughout Iowa. Iowa educators will participate in programs including: [Tiny Techies](#), [CS Fundamentals](#), [CS Discoveries](#), [CS Principles](#), [CSA](#), and Cyber Security to support computer science education as we add to the 2,100+ educators we have trained so far. Your sponsorship will help cover the costs to organize this collaborative week, feed, and provide lodging for our participants. By sponsoring this event you'll have a presence in front of over 100 educators from all over the state. See what it looks like in this [CS PD week highlight video \(2022\)](#). Multi-year commitments help NewBoCo to promote and recruit educators earlier each year, because funding resources are known.

With a multi-year commitment of three years or more, we are able to run a year-round promotional video in addition to your sponsorship level perks, to highlight your dedication to our education programs. We look forward to collaborating with you on this project.

### DATE & LOCATION

June 24-28, 2024

Landus Headquarters, 220 SW 9th St., Ste. 300., Des Moines, IA

### ALL SPONSORSHIPS INCLUDE:

- Logo on NewBo.Co
- Listing in printed materials
- Social media acknowledgement on Twitter & Facebook (in relation to your sponsorship)
- Your brand is front and center for hundreds of educators across Iowa

### Event Scholarships

We are proud to work with educators and school districts [from across Iowa](#), no matter where they are located, how big or small, and no matter the makeup of their students. In order to make sure that every student in Iowa has access to high-quality computer science education, each NewBoCo K-12 sponsor has the opportunity to offer scholarships in their company name to attendees who might not otherwise be able to attend training. Add on \$1,400 to your event sponsorship and you can support a middle or high school educator of your

# NEWBO⚡CO EDUCATION K-12

choosing or up to six elementary educators. Sponsors may add on additional scholarships in increments of \$1,400.

## SPONSORSHIP LEVELS + PERKS

---

### HEADQUARTERS SPONSOR

\$20,000+

As our headquarters' sponsor, you will receive the highest visibility possible. You will be represented at check-in and the information desk where all attendees interact with us. With video promotion leading up to, during, and following the summer event, and seamless advertising exposure for your brand, you will be marketed at every turn as our top promotional partner. We look forward to brainstorming additional sponsor opportunities with your team in addition to the benefits listed below.

- Speaking opportunity in front of our educators during the week
- Opportunity to show company promotional video
- Branding in our Headquarters
- Highlighted logo placement in slide decks, Education newsletters, and website
- Branding at Wednesday night social event
- Logo on K-12 newsletters' footer for one year
- Opportunity to include note or light-weight item in the participant kits
- Opportunity to offer professional development scholarships (see above)

---

### CELEBRATION SPONSOR

\$10,000

As a Celebration Sponsor, you will be associated with the fun elements of the week, and help celebrate the educators as they learn how to teach computer science! You'll have the opportunity to create a branded experience and celebrate our attendees. Some ideas are things like virtual reality demos, photo booths, chair massages, and ice cream/beer floats. Our participants are often new to computer science, and it can be intimidating. Giving back to the educators who help train the next generation is something that they will remember. We look forward to brainstorming additional sponsor opportunities with your team in addition to the benefits listed below.

- Highlighted logo placement in slide decks, Education newsletters, and website

# NEWBO⚡CO EDUCATION K-12

- Opportunity to host gathering (happy hour, snack bar, interactive activity, etc)
- Branding at Wednesday night social event
  
- Logo on K-12 newsletters' footer for one year
- Opportunity to include note or light-weight item in the participant kits
- Opportunity to offer professional development scholarships (see above)

---

## TRACK SPONSOR

\$7,500 (Elementary School, Middle School, High School)

Put your brand at the forefront of a specific selection of the 2024 NewBoCo Professional Development Week audience with our Track Sponsorship. Choose between our Elementary School, Middle School, and High School tracks and we'll focus your sponsorship around those content areas and audiences. We look forward to brainstorming additional sponsor opportunities with your team in addition to the benefits listed below.

- Opportunity to showcase company material (i.e. video or other collateral) to share at the start of track specific sessions
- Company logo on screen in track specific slide decks
- Logo on K-12 newsletters' footer for one year
- Mention by room host each day
- Opportunity to include note or light-weight item in the participant kits
- Opportunity to offer professional development scholarships (see above)

---

## GOLD SPONSOR (1)

\$5000

Our participants are expanding their knowledge and comfort zones, so we like to treat them to a mid-week event where they can connect with their peers, relax a bit, and recharge before the last two days. Help us celebrate these educators with some heavy hors d'oeuvres on Wednesday night.

- Dedicated food sponsor for social event
- Logo on K12 newsletters' footer for one year
- Logo included on event signage, slide decks
- Branded swag in all teacher welcome bags

# NEWBO⚡CO EDUCATION K-12

- Social media posts during CS PD week and for the duration of each program
- 

## SILVER SPONSOR (5)

\$2000

Our participants are used to having about 15 minutes to quickly eat some sort of food, so we aim to provide a reasonable amount of time and a meal while they are learning content that may be outside of their comfort zone.

- Sponsor daytime food for one day
  - Logo included on event signage, slide decks
  - Branded swag in all teacher welcome bags
  - Social media posts during CS PD week
- 

## BRONZE SPONSOR

\$1000

Many of our participants join us from several hours away and need to stay overnight during the week. Help us cover their lodging costs to remove a barrier to their participation. Lodging this year will be right across the road from our host site, and will have group rates to keep the costs minimal for a whole week.

- Sponsor one teacher's hotel costs for the whole week
- Logo included on event signage, slide decks
- Branded swag in all teacher welcome bags