



Tech Education

SPONSORSHIP LEVELS + PERKS

Join us in shaping the future of tech education through partnership with the New Bohemian Innovation Collaborative (NewBoCo). Our innovative approach blends technology, creativity, and K–12 and Adult tech education to cultivate the next generation of leaders, thinkers, and problem solvers. By becoming a sponsor, you'll not only support our mission but also gain unique opportunities to engage with a diverse community of learners, educators, and industry professionals.

Our tech education programs include CoderDojo, Girls Who Code, and Future City student programs; Tiny Techies, Code.org, Project GUTS, AI for K–12 Educators teacher professional development; and DeltaV and customized upskill training for young adults and adults. More information on each of our programs can be found at <https://newbo.co/education/>.

Together, let's ignite, inspire, and empower the innovators of tomorrow!

TARGET AUDIENCE

- Anyone looking for a tech career change or continued education
- K–12 Students, Parents, and Educators
- K–12 school administrators
- Software developers, designers, and IT professionals
- Tech Enthusiasts and Innovators
- Media and marketing influencers wanting to expand their front end and back in website knowledge
- Community organizations dedicated to fostering innovation, diversity, and inclusion in tech education
- Tech Recruiters

SPONSORSHIP LEVELS + PERKS

ALL SPONSORSHIPS INCLUDE:

- Mention in segmented E-Newsletters sent to up to 2000+ individuals 6+ times per year
- Social media mentions across appropriate channels
- Listed in our Annual Report
- Listed on our website
- An invitation to our educational showcase events

- Company logo prominently featured within the Tech Education Classroom, based on sponsorship level
- Event recognition on screen at CoderDojo events 17+ times per
- Personalized tour of NewBoCo & 415 building facility
- Opportunity to connect with potential employees, from high school interns to adult career changers
- Access to instructors who can offer comments on the progress of each student
- Event recognition at Tech Education project presentations and ceremonies on slides

ORBIT SPONSOR

\$20,000

- Logo placement on slides, printed program, in the classroom, and verbal mention during events
- Team-building volunteer opportunities with our student programs
- Listed as Headquarters Sponsor for NewBoCo's statewide computer science professional development
- Sponsorship of DeltaV Code introduction class in communities throughout Cedar Rapids and the State of Iowa, including up to 15 scholarships
- Sponsorship of 10 CoderDojo events at a new community location for two locations.

Premium First Look Rights to recruit DeltaV program students:

- Customized introductions to your technical team, HR team, etc.
- On-site visit to your location for all students

EntreFEST Sponsorship Benefits:

- Opportunity to sponsor a large gathering or attendee event
- 7 EntreFEST tickets included; 15% discount on additional passes
- Logo inclusion on the website, social media, and marketing collateral
- Optional 3-minute stage speaking opportunity at EntreFEST DevTrack

LIFT OFF SPONSOR

\$10,000

- Logo placement on slides, printed program, in the classroom, and verbal mention during events
- Opportunity to provide branded promotional materials to event participants
- Team-building volunteer opportunities with our student programs
- Sponsorship of DeltaV Code one-day introduction class, including up to 7 scholarships
- Sponsorship of 10 CoderDojo events at a new community location

Premium First Look Rights to recruit DeltaV program students:

- Customized introductions to your technical team, HR team, etc.
- Field trip visit to your location for all students

EntreFEST Sponsorship Benefits:

- Opportunity to sponsor a large gathering or attendee event
 - 5 EntreFEST tickets included; 15% discount on additional passes
 - Logo inclusion on website, social media, and marketing collateral
 - Optional 3-minute stage speaking opportunity at EntreFEST DevTrack
-

LAUNCH SPONSOR

\$7,500

- Team-building volunteer opportunities with our student programs
- Company logo prominently featured within tech-education classroom
- Event recognition at DeltaV Graduation ceremonies on slides and printed program
- Sponsorship of DeltaV Code one-day introduction class, including up to 5 scholarships for your network to attend tuition-free

EntreFEST Sponsorship Benefits:

- Opportunity for a mini dev-focused engagement event
 - 3 EntreFEST tickets included; 15% discount on additional passes
 - Logo inclusion on the website, social media, and marketing collateral
-

IGNITE SPONSOR

\$5000

- Team-building volunteer opportunities with our student programs
- Company logo prominently featured within School Classroom
- Event recognition at DeltaV Graduation ceremonies on slides and printed program
- Sponsorship of DeltaV Code one-day introduction class, including up to 3 scholarships for your network to attend tuition-free

EntreFEST Sponsorship Benefits:

- Opportunity for a mini dev-focused engagement event
 - 2 EntreFEST tickets included; 15% discount on additional passes
 - Logo inclusion on the website, social media, and marketing collateral
-

SPARK SPONSOR

\$1000 - \$5000

We appreciate any sponsorship. Sponsors under \$5,000 will receive perks listed at the top for all sponsorship levels.

