11TH ANNUAL BROTHERS CODE

SPONSORSHIP OPPORTUNITIES

Saturday, December 9, 2023

OAKLAND & RICHMOND, CA • LOS ANGELES
DETROIT • ATLANTA • CHICAGO

11TH ANNUAL BROTHERS CODE

5 MAJOR CITIES   **10,300+** YOUTH SERVED   **1,621+** 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 and Kapor Center invite young men and women of color in middle and high school to join the 11th Annual Brothers Code event, Saturday, December 9, 2023 in the Bay Area, Los Angeles, Detroit, Atlanta, and Chicago. 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 an exciting 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.

#BROTHERSCODE2023
SPONSORSHIP OPPORTUNITIES

THE HIDDEN GENIUS PROJECT

BROTHERS CODE // SATURDAY, DECEMBER 9, 2023

SPONSORSHIP LEVELS

LEVEL OF SUPPORT	VISIONARY $100,000	ACCELERATOR $50,000	TRAILBLAZER $25,000	PATHFINDER $10,000
LOGO ON BROTHERSCODE.ORG	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 EVENT SWAG/COLLATERAL	X	X	X	
PRIME BOOTH AT COMMUNITY EXPO*	X	X	X	
WEEKLY SOCIAL MEDIA MENTION/TAG	X	X		
SPEAKING OPPORTUNITY AT EVENT	X			
PR CHECK PRESENTATION	X			

*We strongly encourage sponsors to send volunteers to participate in our Brothers Code Community Expo.

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.

THE HIDDEN GENIUS PROJECT