

KANSAS CITY  
WOMEN  
IN TECHNOLOGY

**2017 Sponsorship Opportunities**

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# ORGANIZATION OVERVIEW

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# Gender Diversity in Technology

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Most companies are aware that a diverse workforce is not only good for company morale, but performance as a whole. There's no question that companies with diverse teams perform better, demonstrating higher revenues, greater market share, and greater profits<sup>1</sup>.

The lack of women in technology careers is a significant concern with no one clear solution. Since the 1980s, women's interest in computer-related careers has declined.<sup>2</sup> When computers were first marketed to consumers the targeted demographic was heavily male, which led to a narrative implying technology was for men. We are still fighting this narrative today, which limits the number of girls and women considering technology-based career paths, and those who do enter into technology careers often face the isolation and bias that comes with being a minority in a company. Studies show that technology has the highest dropout rate for women across all STEM careers, typically at the mid-level career point<sup>3</sup>, meaning the few women who choose technology careers are often lost 10-20 years into their career.

Companies often complain they cannot find qualified female applicants, but aren't willing to consider hiring entry-level women trying to get their start. This may be due to unintentional or unconscious gender bias<sup>4</sup>, but ultimately leads to discouragement for those women being told their skillset is in demand, but they aren't hireable for their lack of experience. In many cases, the fear that "women shouldn't be in technology" becomes a self-fulfilling prophecy.

Professional networking groups for women create a safe environment where they don't have to worry about being a minority. Instead, they can meet women facing similar challenges and focus on building their skills. Attendees of technology meetups are commonly less than 5% female. In a stark contrast, when women-focused technology events are held attendance of female participation soars. Communities built by women are perceived as more welcoming and less intimidating<sup>5</sup>, which is why women-focused technology groups are key to growing the pipeline of women technologists; these groups offer a safe entry point for women to learn technical skills without fear of judgment<sup>6</sup>.

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1 Herring, Cedric. (2009). Does diversity pay? *American Sociological Review*, 74(2), 213

2 Henn, Steven "When Women Stopped Coding" 21 Oct 2014, NPR.org <http://www.npr.org/sections/money/2014/10/21/357629765/when-women-stopped-coding> Accessed 29 Sept 2016

3 Hewlett SA, Luce CB, Servon LJ, Sherbin L, Shiller P, Sosnovich E, Sumberg K (2008) *The Athena Factor: Reversing the Brain Drain in Science, Engineering, and Technology*. New York, NY, USA: Center for Work-Life Policy

4 Social Sciences - Psychological and Cognitive Sciences: Corinne A. Moss-Racusin, John F. Dovidio, Victoria L. Brescoll, Mark J. Graham, and Jo Handelsman Science faculty's subtle gender biases favor male students *PNAS* 2012 109 (41) 16474-16479; published ahead of print September 17, 2012,doi:10.1073/pnas.1211286109

5 Dewey, Caitlin "How do you stop online harassment? Try banning the men" 14 April 2016 Medium.com <https://medium.com/the-washingtonpost/how-do-you-stop-online-harassment-try-banning-the-men-5714113283e3#dg704y7j> u Access 29 September 2016

6 "I am a long-time administrative professional looking to change careers into web development. And learning things with men is The Worst." - Anonymous September 2016 Coding & Cocktails attendee.

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# History

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In 2013, Jennifer Wadella was one of the few female software developers working at a large marketing agency in Kansas City. She loved her work and the people who shared her passion, but she wished there were more women for her to connect with in the office. After researching diversity trends in tech and conversing with others about the lack of women in the technology field, Ms. Wadella decided to found Kansas City Women in Technology (KCWiT), an organization with the goal of helping women in technology careers connect.

After the launch party in July 2013 with close to 100 attendees, Kansas City Women in Technology went on to host monthly networking events on a variety of topics, from salary negotiation to panels of women sharing their tech success stories. Many of the event attendees were educators wanting to bring coding to their classrooms, or were women who wanted to learn how to shift into technology careers.

*As Kansas City Women in Technology gained awareness, requests for coding focused programs became more frequent.*

This led Kansas City Women in Technology's mission to evolve to include helping lower barriers to entry into coding. On October 5th, 2013, the pilot CoderDojoKC session was held with 26 kids and 9 mentors in partnership with Google Fiber. The goal of CoderDojoKC was to introduce both boys and girls to code and dispel any notions that coding was a gender-specific activity. To finish 2013, Kansas City Women in Technology collaborated with the also then newly-launched women entrepreneurship organization, Athena League, to host a Winter Holiday social celebrating the women building the Silicon Prairie.

In 2014, Kansas City Women in Technology had two regularly held monthly events: professional networking events called TechTalks, and three-hour CoderDojoKC sessions. CoderDojoKC grew rapidly in popularity because of the scarcity of coding opportunities in schools and thanks to parents spreading information about the program by word of mouth.

*Sessions began selling out well in advance, and the growth of the program led to the creation of a program-specific leadership team at the end of the year.*

In the promotion of coding sessions, KCWiT noticed many mothers seemed to have an aversion to the notion of bringing their daughters to coding sessions. This inspired a new program, Coding & Cupcakes, marketed exclusively to mothers and daughters to encourage them to explore coding. The pilot session of Coding & Cupcakes July 26th, 2014 was a huge success with 18 mother daughter pairs registered. Coding & Cupcakes thus became a recurring program, selling out months in advance.

The following year, 2015, saw the continuation of CoderDojoKC's popularity. Under the new leadership team's guidance, the program continued to grow in attendance, and a new badge system was implemented as a motivational tool for kids to work toward learning new languages and programming concepts. Coding & Cupcakes began to run every other month teaching mothers and daughters to

code. Overwhelming interest in this program from adult women wanting to learn how to code eventually led to the creation of Coding & Cocktails, an 11 month front-end development series. Kansas City Women in Technology's leadership continued to grow, adding new marketing and social media chairs, as well as program directors for Coding & Cocktails.

In 2016 Kansas City Women in Technology had four programs running every month: CoderDojoKC, Coding & Cupcakes, Coding & Cocktails, and TechTalks. KCWiT began partnering with organizations like Big Brothers Big Sisters, Girl Scouts, and Boys & Girls Club of Greater Kansas City by allowing their members to participate in coding programs with special reserved spots and provided laptops. Two data analysts were brought onto the leadership team to track demographics and implement surveys for the organization to have tangible feedback to benchmark and improve on. In April 2016, Kansas City Women in Technology's 501c3 status was approved by the IRS. In June, the first Django Girls KC event took place with ~78 attendees, 18 mentors, and 2 lead coaches. Many Django Girls attendees decided to further their coding education by attending Coding & Cocktails or Launch Code<sup>7</sup>. Because of increasing program popularity, the core leadership team began to focus on creating scalability through process improvement and documentation. At the end of 2016 Kansas City Women in Technology dissolved their previous LLC and began to operate as an official 501c3.

- February 2013 | Jennifer Wadella began formation of Kansas City Women in Technology
- July 2013 | Kansas City Women in Technology Launch Party
- October 2013 | First CoderDojoKC Session
- July 2014 | First Coding & Cupcakes session
- December 2014 | CoderDojoKC leadership team formed
- April 2015 | First Coding & Cocktails session
- August 2015 | Coding & Cocktails leadership team formed
- February 2016 | Began collaboration with BBBS to offer coding programs
- April 2016 | IRS approved 501c3 status
- June 2016 | First Django Girls KC event
- July 2016 | Began collaboration with Boys & Girls Club KC and CoderDojoKC
- December 2016 | KCWiT transitioned operations from LLC to 501c3

<sup>7</sup> LaunchCode is a non-profit organization that creates pathways to economic opportunity and upward mobility through apprenticeships and job placement in technology.

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## Mission

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Kansas City Women in Technology's mission is to grow the number of women in technology careers in Kansas City through providing networking events and volunteer opportunities for members, and running programs targeted toward youth to encourage girls to pursue technology.

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## Vision

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Kansas City Women in Technology's vision is an equally diverse technology workforce in the Kansas City area that attracts and retains talented people.

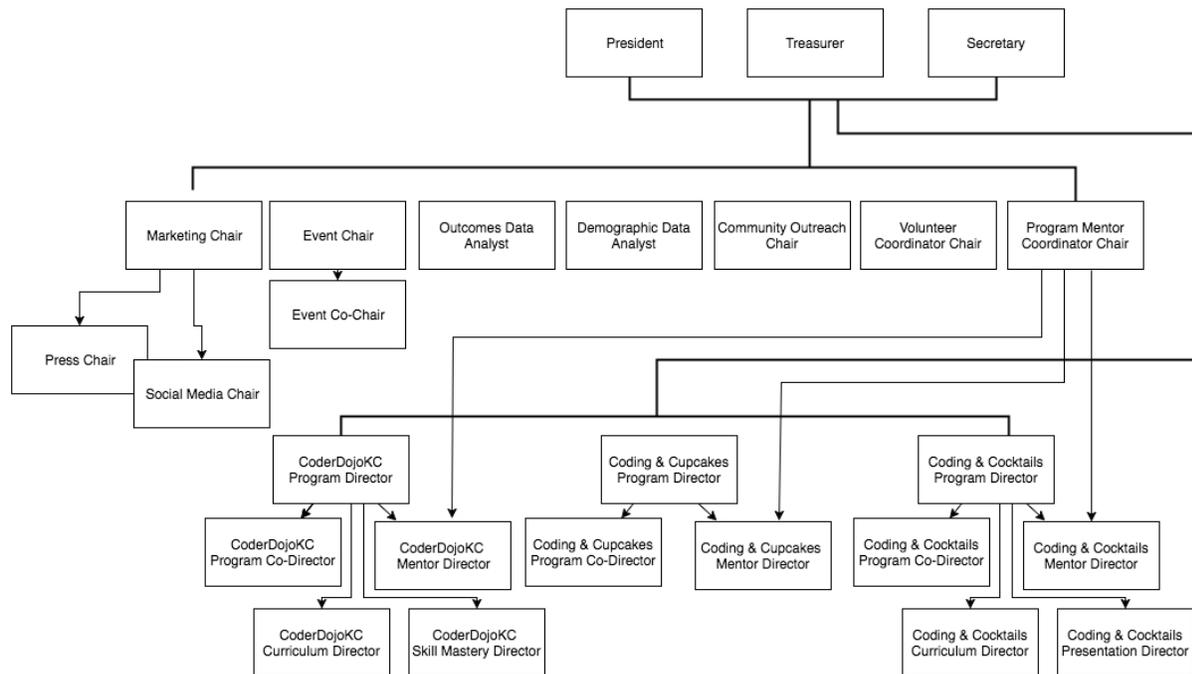
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## Leadership

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Kansas City Women in Technology does not operate like a traditional non-profit organization. Board members have specific tasks and roles relating to overall KCWiT operations and program management. The board is governed by a president, treasurer, and secretary in name, with supporting seats and committees to ensure the programs run smoothly, get the marketing they need, and advancements are in line with the overall vision. Programs are lead by directors and co-directors, with supporting roles as the program requires.



- » **President** Jennifer Wadella *(Software Engineer, Fire Engine RED)*
- » **Treasurer & CoderDojoKC Leadership** Jacob Schwartz *(Development Director, Emfluence)*
- » **Secretary & Events Chair** Ventura Rangel *(Swift Developer + Mom)*
  - » **Events Co-Chair** *currently open*
- » **Marketing Chair** Alex Peak *(Marketing + Communications Specialist, Frontier Wealth Management)*
  - » **Social Media Chair** Rebecca Roman *(Marketing Manager, National Catholic Reporter)*
  - » **Public Relations Chair** *currently open*
- » **Community Outreach Chair** *currently open*
- » **Program Mentor Coordinator Chair** *currently open*
- » **Volunteer Coordinator Chair** Brenda Riggs *(CEO & SVP Business Development, Ingenuity Consulting)*
- » **Demographics Data Analyst** Grace Choi *(PhD Student Mass Media, University of Missouri)*
- » **Outcomes Data Analyst** Mickie Brewer *(Sharepoint Consultant at RSM US)*
- » **CoderDojoKC Program Director** Bill Ayakatubby *(Senior Software Engineer, The Nerderly)*
  - » **CoderDojoKC Co-Director** *currently open*
  - » **CoderDojoKC Curriculum Director** Eric Poe *(Programmer Analyst, Stowers Institute for Medical Research)*
  - » **CoderDojoKC Skill Mastery Director** Lance Gliser *(Senior Web Developer, J.E. Dunn)*
  - » **CoderDojoKC Mentor Director** *currently open*
- » **Coding & Cupcakes Program Director** *currently open*
  - » **Coding & Cupcakes Co-Director** Jody Smith *(Senior Project Manager, Intouch Solutions)*
  - » **Coding & Cupcakes Mentor Director** *currently open*
- » **Coding & Cocktails Program Director** Sarah Duitsman *(Software Architect, Cerner)*
  - » **Coding & Cocktails Co-Director** Tamara Copple *(Business Analyst, New Directions Behavioral Health)*
  - » **Coding & Cocktails Curriculum Director** Kayla Hennegin *(Principal Software Engineer, RMS)*
  - » **Coding & Cocktails Presentation Director** Lyndsey Padget *(Senior Software Engineer, Freightview)*
  - » **Coding & Cocktails Mentor Director** *currently open*

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## Marketing

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Demand for educational coding opportunities far outstrips the supply available in the Kansas City market. Kansas City Women in Technology already has strong brand recognition across programs after three years, and with many programs selling out months in advance, key market goals revolve around widening KCWiT's reach. Marketing is done via KCWiT and program websites, social media engagement, live-tweeting programs, community calendars, email communications, Eventbrite event promotion, community partner websites, special events, paid print ads, press requests, and member spotlights.

### *Key Target Markets:*

- Women in technology careers looking for support resources
- Women in technology careers seeking mentoring opportunities
- Women looking for pathways into technology careers
- Technologists looking for philanthropic mentoring/leadership opportunities
- Educators seeking coding education opportunities
- Parents seeking coding education opportunities
- Potential community partners looking for coding education opportunities for their members

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## Budget

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Kansas City Women in Technology aims to provide high quality content to the community, yet keeping administrative and operational expenses as lean as possible. With no paid staff and volunteers running the day-to-day operations and relying on automation tools, expenses are kept minimal.

Expense Group	Cost
CoderDojoKC	\$2,870.00
Coding & Cupcakes	\$1,780.00
Coding & Cocktails	\$6,300.00
TechTalks	\$2,750.00
Django Girls KC	\$5,250.00
Seasonal Volunteer Appreciation Events	\$500.00
Leadership Development	\$2,000.00
Operating Expenses	\$4,000.00
<b>Total</b>	<b>\$25,450.00</b>

# PROGRAMMING

- » TechTalks
- » CoderDojoKC
- » Coding & Cupcakes
- » Coding & Cocktails
- » Django Girls KC

# TechTalks

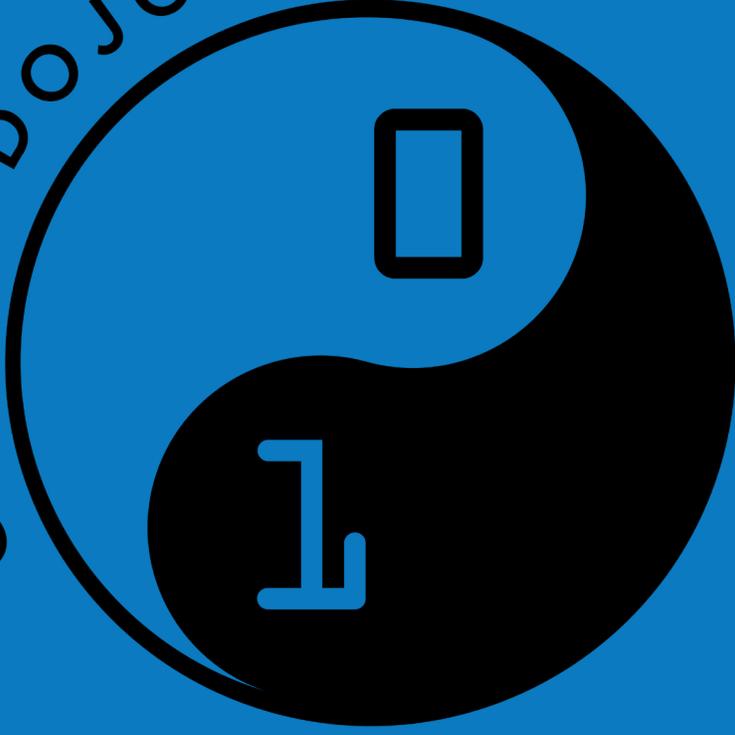
TechTalks are monthly networking events that include an educational speaker or panel. They are hosted at various locations throughout the city, often at technical companies, and allow attendees to find out more about Kansas City Women in Technology and programs offered.

- > **Demographic:** Individuals concerned with diversity in technology who are seeking professional networking events.
- > **Time:** Third Wednesday of the month, 6pm-8pm
- > **Cost to Attend:** Free

Monthly Expenses	Cost
Food + Drinks	\$150.00
Marketing, printed materials, stickers	\$100.00
<b>Total</b>	<b>\$250.00</b>



CODER DOJO KC



# CoderDojoKC

CoderDojo is a global nonprofit founded in Ireland in 2011 by James Whelton. He started a computer club teaching kids to code, which led to open sourcing his club model and the creation of CoderDojo. There are now more than 1100 clubs in 63 countries.



Kansas City Women in Technology runs the Kansas City chapter of CoderDojo once a month January through November. One hundred spots are available for K-12 youth to learn to code each month. The program is open to boys and girls, encouraging the idea that coding is not a gender-specific activity. Twenty-five laptops available to use for those who are unable to bring their own to ensure accessibility for lower-income families.



The sessions are held at the Google Fiber space and mentors from technology companies all over Kansas City are available to help the kids learn. CoderDojoKC supports all skill levels; kids who have never coded before are introduced to free online curriculum programs to get started; kids with more experience are given project prompts and can spend 1 on 1 time getting advanced help from mentors, and work towards earning skill badges. Kids who have attended 6 or more sessions and obtained badges are able to apply to become junior mentors to build their leadership skills.

- > **Demographic:** Families seeking coding education for kids K-12.
- > **Time:** Second Saturday of the month, 9am-12pm
- > **Cost to attend:** Free

Expense Group	Cost
Monthly Operating Items - snacks, coffee, water	\$770.00
Mentor and attendee t-shirts, mastery badges	\$1,000.00
Laptops, tablets, hardware, robotics	\$600.00
Marketing, printed materials, stickers	\$500.00
<b>Total</b>	<b>\$2,870.00</b>



# Coding & Cupcakes

Coding & Cupcakes is a program aimed at changing misconceptions parents have about coding as an acceptable hobby/career for girls, and encouraging girls to explore coding programs like CoderDojo. The sessions are themed around cupcakes, and attendees get to hear from a panel of female developers/mentors, create their own cupcake shop websites, and learn about essential collaboration tools while enjoying cupcakes as a tasty treat.



Following a worksheet, attendees pairs learn about GitHub<sup>8</sup> and fork a repository of code to begin editing a cupcake website. They learn about basic HTML pieces of a website, explore the basics of CSS to customize the colors and fonts, and use the command line to deploy their sites to GitHub Pages.

- > **Demographic:** Parents looking to introduce their daughters to coding in a fun and engaging environment.
- > **Time:** Second Saturday of the month, 1pm-4pm
- > **Cost to Attend:** \$5

Expense Group	Cost
Monthly Operating Items - cupcakes, worksheets	\$880.00
Laptops, tablets, hardware, robotics	\$600.00
Marketing, printed materials, stickers	\$300.00
<b>Total</b>	<b>\$1,780.00</b>

8 GitHub is a web-based Git repository hosting service. It offers all of the distributed version control and source code management (SCM) functionality of Git as well as adding its own features.



# Coding & Cocktails

Coding & Cocktails was created in response to many requests from women wanting to learn to code. This program was designed to be a supplement to learning the semantics of code and cover topics that can't be found on Codecademy or Treehouse, such as command line mastery, source control collaboration and best practices, and front end architecture.



The goal of this program is to help women who want to get into a coding career path obtain the skills they need to be a competent front-end developer. Women who attend the program hear from a panel of female developers and receive one-on-one mentoring from them, listen to a topic-based presentation on a specific skill set, and get to work through real projects following worksheets custom-created by the

Coding & Cocktails leadership team. In response to 2016 attendee feedback, 2017 session will be extended to run four hours and include dinner and drinks.



**Full List of Sessions:** Introduction to HTML, Introduction to CSS, Introduction to Command Line, Introduction to Version Control, Introduction to CSS Compilers, Introduction to DOM Manipulation with jQuery, Programming Fundamentals with JavaScript, Introduction to Package Managers, Introduction to Front End Architecture, Introduction to Single Page Applications, Micro-Hackathon.

- > **Demographic:** Women seeking to transition into a coding career or looking to update their front-end development skills.
- > **Time:** Second Saturday of the month, 5pm-9pm
- > **Cost to attend:** \$5

Expense Group	Cost
Monthly Operating Items - food, drinks, worksheets	\$5,500.00
Marketing, printed materials, stickers	\$800.00
<b>Total</b>	<b>\$6,300.00</b>

# Django Girls KC

Django Girls is a global nonprofit founded by two women who created curriculum and created a model to help cities host workshops to teach women how to code using the Python framework, Django. Worldwide there are 571 organizers, and Kansas City Women in Technology is proud to help bring this workshop to Kansas City once a year.

A KCWiT committee organizes the weekend-long Django Girls workshop in June for 75-120 women to learn to build websites. This committee organizes event, markets to women and high school girls, reviews attendee applications, recruits mentors, and facilitates the weekend workshop with supplies and meals for attendees.

- **Demographic:** Women wanting to learn to code.
- **Time:** Friday-Sunday yearly
- **Cost to attend:** Free

Expense Group	Cost
Marketing, printed materials, stickers	\$600.00
T-shirts	\$1,000.00
Decor	\$250.00
Coffee & Snacks	\$250.00
Attendee Meals	\$1650.00
Mentor Dinner	\$800.00
Sunday Brunch	\$700.00
<b>Total</b>	<b>\$5,250.00</b>



# GOALS

- » **Continuous Improvement**
- » **Attendance**
- » **Mentor Retention + Growth**
- » **Diversity**
- » **Continuing Education/Job Placement**
- » **Community Collaboration**

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## Continuous Improvement

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*To continuously improve programs and events based on feedback.*

Since launching, Kansas City Women in Technology has held retrospective meetings for each of its events/ programs. Feedback from leadership, volunteers and mentors is solicited to determine what works well, what doesn't, and where improvements can be made to continuously improvement programs and experiences of attendees and volunteers.

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## Attendance

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*To have all programs attended at 90% every session.*

Our program attendance caps are based on room size, curriculum, and mentor availability to ensure participants have the best experience. While many programs currently sell out, we want to keep our programs at capacity to serve as many people in the community as possible. Attendance will be managed through marketing to new communities as well as implementing cancellation policies to help decrease no-show attendees.

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## Mentor Retention + Growth

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*To have mentors participate in three or more sessions per year, and grow active mentors by 20%.*

Kansas City Women in Technology programs are successful largely due to mentors and volunteers. It is important to retain and grow a consistent mentor and volunteer base to help run programs and move into Kansas City Women in Technology leadership roles.

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## Diversity

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*To increase underrepresented attendees by 30%.*

Kansas City Women in Technology is primarily focused on creating pathways for women, but wants to ensure women (and for some programs, families) of all backgrounds are able to access and benefit from our programs. Underrepresented focus areas include ethnicity, household income, education level, age, sexual orientation, gender identity, and area of residence.

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## Continuing Education/Job Placement

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*To influence and enable attendees to pursue continued education in technology and enter the technical workforce as a desirable job candidate.*

Some of Kansas City Women in Technology's programs, like Coding & Cupcakes, aim to introduce attendees to coding and technology in a positive and encouraging atmosphere and build confidence. The goal of these is to act as a starting point for attendees to pursue more technology education. Other programs geared for ongoing learning, like CoderDojoKC and Coding & Cocktails, aim to grow the technology skills of attendees and track their entrance into the workforce and becoming mentors.

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## Community Collaboration

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*To collaborate with 3 STEM or diversity focused organizations or programs per quarter within the bounds of our operating abilities.*

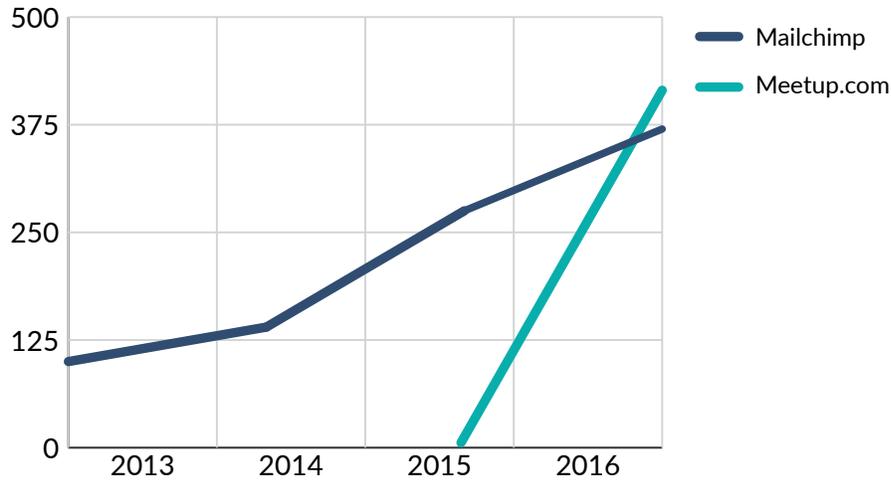
Many organizations throughout Kansas City are looking to increase and improve STEM programming across the board. Kansas City Women in Technology offers consistent, maintainable programs that can help other organizations introduce their participants to technology, in addition to being able to provide access to female technologists for mentoring and speaking opportunities.

# METRICS

- » **Membership Growth**
- » **Attendance**
- » **Mentor Growth**
- » **Testimonials**

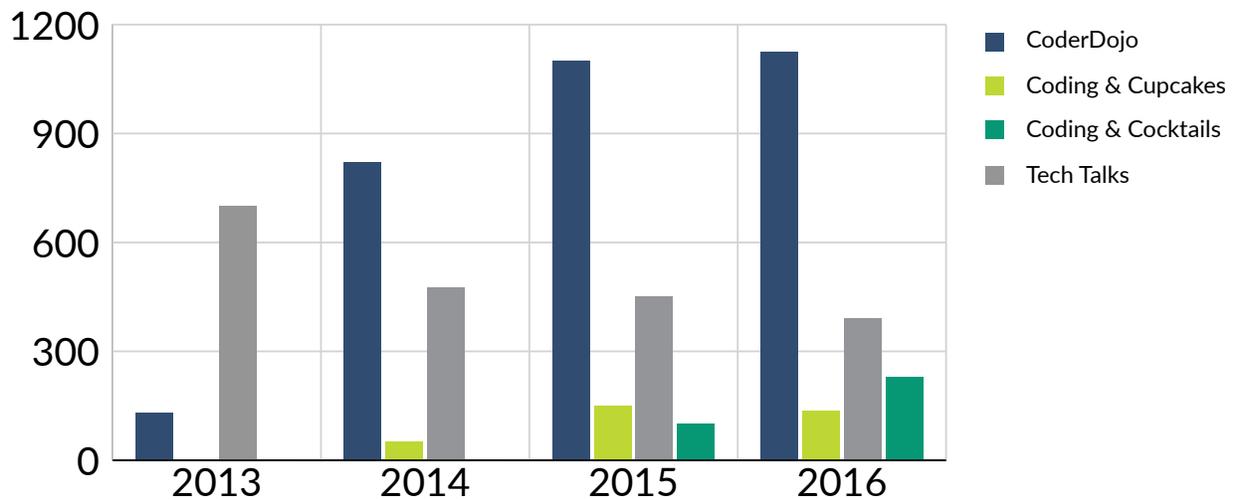
# Membership Growth

## Members Registered



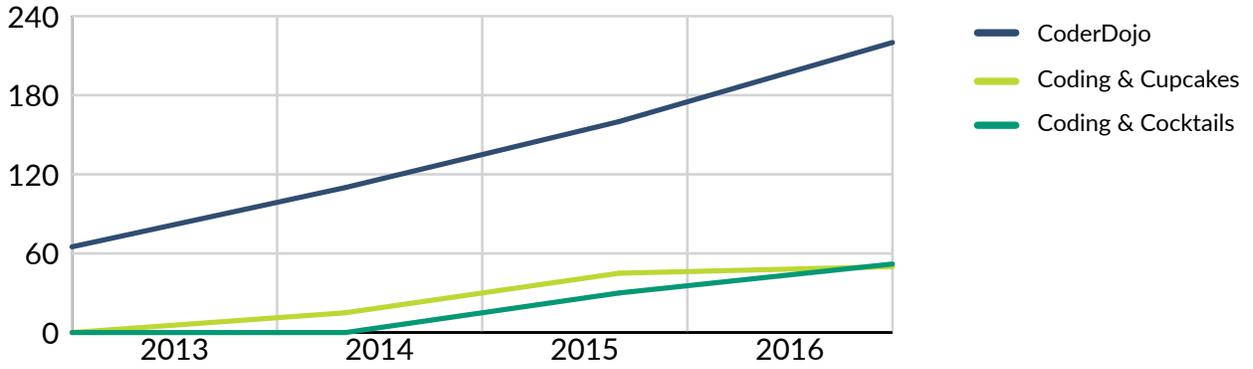
# Attendance

## Registrations



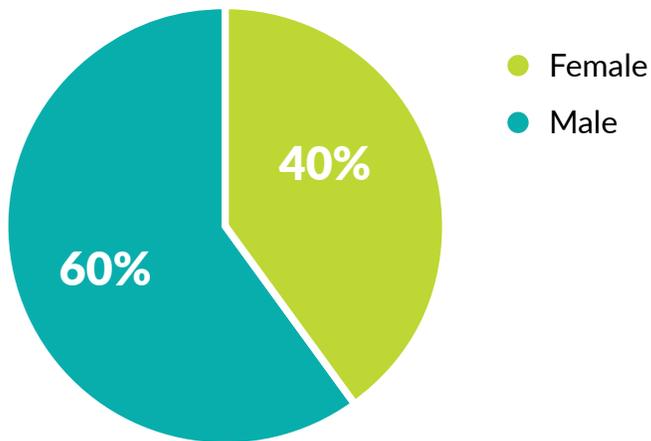
# Mentor Growth

## Mentors Signed Up



# Diversity

## Average Breakdown per CoderDojoKC Session



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## Testimonials

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*"My son Sam began attending CoderDojo KC over a year ago and turned a curiosity about coding into a passion. He moved from simple Scratch programming to HTML and is talking about starting to learn Javascript. The mentors give of their time selflessly (even starting a "session between the session" to check in and encourage Sam and other young programmers each week) and not only know how to communicate with their young charges, but also how to inspire them as well. I truly believe that they are changing lives with their work, and can't wait to watch how the young students develop in the coming years."*

**- Andrew Granade, CoderDojoKC parent**

*"My daughter has been attending since CoderDojo KC's first session, and my sons have joined in the last year and a half. In that time each of them have shown increased confidence in their ability to problem solve as they work through issues with their projects. The mentors continue to be an invaluable resource for all of the attendees. Their current real-world knowledge allows the kids to explore areas they didn't even know existed and get excited about learning new skills. I've observed the mentors coach my kids through problem solving rather than solve the problem for them. I've been fortunate to see my kids grow both in their ability to code, troubleshoot, and also to present their work. Some of my favorite memories of CoderDojo KC from the last few years are seeing my kids stand in front of room full of people presenting their projects and explaining how they work."*

**- Aaron Martin, CoderDojoKC Parent**

*"I really liked the mentor to student ratio. I also liked they way they switch students. Everyone sees things differently and it gives the students different perspectives."*

**- April Coding & Cocktails participant**

*"I had a great time meeting the other attendees, chatting with mentors, and getting to help people learn about programming and Django. The event was super-well organized, kept to the schedule, provided plenty of food and breaks, and kept it fun and relaxed."*

**- 2016 Django Girls attendee**

*"Kansas City Women in Technology has been an incredible community partner of the Boys & Girls Clubs of Greater Kansas City because they not only provide resources (hardware, connectivity, etc) but also impassioned volunteers who want to help our kids succeed. There are other STEM programs we offer, but none that are ongoing and available every single month. We are so appreciative of their time and efforts!"*

**- Nicole Wosje , Boys & Girls Club of Greater Kansas City Technology Committee Lead**

*"Kansas City Women in Technology and Big Brothers Big Sisters of Greater Kansas City has partnered for the span of 2016, and it has been nothing but success. KCWiT has offered two programs (CoderDojoKC and Coding & Cupcakes) to the children we serve in the Kansas City metro. This beneficial partnership has given the children we serve the opportunity to learn new skills, gain self-confidence, and possibly influence them to pursue a future career in this field of study. Big Brothers Big Sisters is looking forward to extending our partnership for 2017."*

**- Steven Coleman, Big Brothers Big Sisters Match Activities Coordinator**

# SPONSORSHIP

- » **Use of Funds**
- » **Sponsor Benefits**
- » **Tiered Sponsorship**
- » **Program Sponsorship**
- » **Django Girls Sponsorship**
- » **TechTalk Sponsorship**
- » **Individual Sponsorship**

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## Use of Funds

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Kansas City Women in Technology is seeking monetary sponsorship that will fund current programs that were previously supported by attendee ticket prices, allow expansion of marketing, and cover administrative costs including web hosting, software licensing, leadership training, financial fees, and Directors & Officers Insurance. In 2017 Kansas City Women in Technology will not accept funding exceeding \$50,000.

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## Sponsor Benefits

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- Publicly showing your company's support of improving diversity in technology
- Showing how diversity is important to your company's culture and strategic goals
- Ability to attend events with potential to meet and recruit diverse technical talent
- Gain brand awareness of KCWiT target audiences
- Opportunity for employees of your company join the KCWiT leadership team for professional development<sup>9</sup>
- Mentor and mentee engagement opportunities for employees of your company
- Ability to use Kansas City Women in Technology events for your company's training augmentation
- Ability to send female employees to learn front-end development skills at Coding & Cocktails

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<sup>9</sup> "Joining the KCWiT leadership team has allowed me to develop management skills that I don't always have the opportunity to practice in my role at work. In my role as the Coding & Cocktails Program Director I have had the opportunity to develop a multi-year plan for the program, manage work across multiple team members, practice conflict management, and guide process change to ensure they align with our program vision." - Sarah Duitsman, Coding & Cocktails Program Director

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## Tiered Sponsorship

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General sponsorship packages occur on a yearly basis. Packages include logos displayed on kcwomenintech.org website under appropriate tier, sponsorship listing on Eventbrite & Meetup.com page, logos printed on any general promotional materials during calendar year, and recognized as a sponsor during events.

### ***Titanium Sponsor - \$10,000***

1. Listed as a titanium sponsor on kcwomenintech.org
2. Listed as a titanium sponsor across KCWiT program sites
3. Listed as a titanium sponsor on all Eventbrite registration pages and Eventbrite organizer profile
4. Listed as a titanium sponsor on Meetup.com page
5. Listed as a titanium sponsor in the monthly newsletter
6. Mentioned as a titanium sponsor during all events

### ***Platinum Sponsor - \$5,000***

1. Listed as a platinum sponsor on kcwomenintech.org
2. Listed as a platinum sponsor on Eventbrite organizer profile
3. Listed as a platinum sponsor on Meetup.com page
4. Listed as a platinum sponsor in the monthly newsletter
5. Mentioned as a platinum sponsor during all events

### ***Gold Sponsor - \$1,000***

1. Listed as a gold sponsor on kcwomenintech.org
2. Listed as a gold sponsor on Eventbrite organizer profile
3. Listed as a gold sponsor on Meetup.com page
4. Mentioned as a gold sponsor during Tech Talks

### ***Silver Sponsor - \$500***

1. Listed as a silver sponsor on kcwomenintech.org
2. Listed as a silver sponsor on Eventbrite organizer profile
3. Listed as a silver sponsor on Meetup.com page
4. Mentioned as a silver sponsor during Tech Talks

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## Program Sponsorship

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Program sponsorship packages occur on a yearly basis. Packages include logo displayed on kcwomenintech.org website and program subdomain website as program sponsor, sponsorship listing on Meetup.com page, logo displayed on Eventbrite program registration pages and on printed promotional materials for the calendar year, and your company's name and brief overview announced at the start of each program session. Each program runs 11 months out of the year, January-November.

### *CoderDojoKC Program Sponsor - \$3,000*

### *Coding & Cupcakes Program Sponsor - \$2,000*

### *Coding & Cocktails Program Sponsor - \$6,500*

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## Django Girls Sponsorship

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As a stand-alone event, Django Girls has a six month planning + extended marketing window.

### *Platinum - \$800*

1. Listed as a platinum sponsor on Django Girls KC website
2. 3x Social media shout-out for sponsoring leading up to event (Twitter, Facebook, Instagram)
3. Social media shout-out day of event
4. Company table + signage at networking brunch to talk to potential women hires
5. Listed as a sponsor in press release announcing event

### *Gold - \$400*

1. Listed as a gold sponsor on Django Girls KC website
2. 2x Social media shout-out for sponsoring leading up to event (Twitter, Facebook)
3. Social media shout-out day of
4. Company table + signage at networking brunch to talk to potential women hires

### *Silver - \$200*

1. Listed as a silver sponsor on Django Girls KC website
2. 1x Social media shout-out for sponsoring leading up to event (Twitter, Facebook)
3. Company table + signage at networking brunch to talk to potential women hires

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## TechTalk Sponsorship

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TechTalks sponsorship packages apply to a monthly event, up to two events per year. Packages include logo displayed on [kcwomenintech.org](http://kcwomenintech.org) event listing, sponsorship listing on Meetup.com event, logo displayed on Eventbrite program registration pages and on any printed promotional materials for the event, and 5 minute talk about your company at the start of the event. Package also includes ability to host sponsored event at your company's office provided there is seating for a minimum of 60 attendees, AV equipment necessary for a speaking or presentation format, and food/beverages.

*Month - \$250*

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## Individual Donors

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Paragraph, listed with provided headshot or photo taken by KCWiT photographer on [kcwomenintech.org](http://kcwomenintech.org) website.

*Any Amount - \$\$\$*