



Railsbridge

San Diego

Sponsorship Prospectus

Sponsorship coordinator: Lisa Rosenfelt, lisa@learnacademy.org

What is Railsbridge?

Railsbridge is a FREE day and a half workshop, set up with the goal of increasing diversity in the tech community by teaching women and other minorities the programming language Ruby and its web dev framework Ruby on Rails. The motivation behind Railsbridge is “the belief that the people making technology should accurately reflect the diversity of those using it!” We aim for all kinds of diversity in tech: gender, race, sexual orientation, ability, and class and are emphatically LGBTQIP2SAA friendly. Any level of experience is accepted and encouraged, from “I have never coded before” to “I’ve been programming for years and want to see what is up with this Ruby on Rails thing.” By the end of the workshop, students have an application on the internet that connects to a database and reads and writes information.

We all work as volunteers in this effort to provide women of all backgrounds with a solid introduction to concepts, tools, and techniques of Rails programming, as well as an entry point into the active and supportive San Diego Ruby community.

We are looking to run 2 classes a year. Our expected event size for each Railsbridge is 80 people: 60 students and 20 instructors / teaching assistants.

Breakdown of how sponsorship funds can be spent:

- Food and Beverages: Dinner on Friday / Breakfast, Lunch, Snacks, Coffee on Sunday.

Meals are typically made up pizzas, salads, sandwiches, sodas, snacks, and several gallons of coffee, costing \$2,000-\$3,000.
- Childcare: One of the biggest barriers to having women join an event like Railsbridge is not having supervision for their children for a full day workshop. We provide onsite childcare for the entire workshop!
- Sunday Post-Workshop Celebration: After students have concluded the workshop, we gather at a nearby restaurant to celebrate a successful program. This is also a key opportunity for students to network with each other and with the workshop volunteers and sponsor representatives. We typically cover the first round of drinks and appetizers which cost around \$1,000.

Previous sponsors include: GitHub, New Relic, LEARN academy, Co-Merge, and SD Ruby

Sponsorship Packages



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Become an Annual Sponsor!

Get all the benefits of your desired sponsorship level for BOTH workshops in 2016, as well as:

- Acknowledgement as an Annual Sponsor
- Consistent branding on the entire year's media.
- A 10% discount on Sponsorship Package

Diamond Sponsor (Single Event: \$2500, Annual: \$4500)

All the benefits of Platinum Sponsorship PLUS:

- 5 minute pitch during event wrap up
- Access to participants email addresses (opt-ins only)

Annual Diamond Sponsors get your company name and logo on a RailsbridgeSD T-shirt

Platinum Sponsorship (Single Event: \$1000, Annual: \$1800)

All the benefits of Gold Sponsorship PLUS:

- Larger Logo under a Platinum Sponsorship banner
- A 'sponsored by' line on email communications
- Acknowledgement and Introduction at the event as a Platinum Sponsor at the event

Gold Sponsorship / Sponsor Childcare (Single Event: \$500, Annual: \$900)

- Your name and logo on the Railsbridge SD event and registration page
- Acknowledgement / Thank You at the beginning and end of the event
- Ability to provide swag or digital content to all of our attendees either during the event or via a digital gift bag

Silver Sponsorship / Sponsor a Meal (Single Event: \$250, Annual: \$450)

- Your name and logo on the Railsbridge SD event and registration page
- Acknowledgment / Thank You at the beginning OR at the meal of sponsorship

Ready to become a sponsor? Email Lisa at lisa@learnacademy.org