



4th Annual

September 23, 2021 6-9pm

## Sponsorship Opportunities

### Our Mission

Betting Big On Tech is an annual event that brings together Richmond's technology and business community to raise money for our collective future. Now in its fourth year, this annual event raises funds to support CodeVA's work with students and teachers in Richmond and throughout Virginia. Join us for an evening of casino games, derby races, food and craft beverages, raffles, a silent auction, and lively conversation in celebration and support of CodeVA's mission.

CodeVA is a nonprofit organization that, through advocacy, teacher training, and direct student programs, partners with schools, parents and communities to bring equitable computer science education to all of Virginia's students.

### What Your Sponsorship Supports

More than 14,000 educators have benefitted from CodeVA professional development classes and workshops since 2014

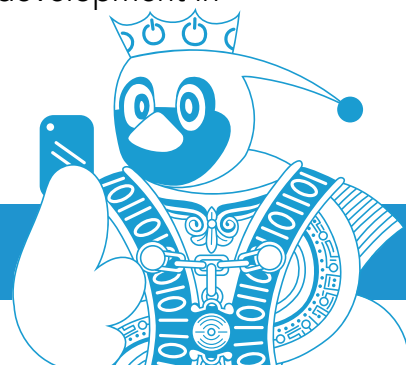
CodeVA's educator programs have worked with teachers in 99% of Virginia's school divisions

Over 4,000 students have taken Eureka Workshop classes, and over 40% of those students received full financial aid

Over 2,500 families receive Snail Mail each month, with 600 translated into Spanish

Over 187,000 students each year are learning computer science in a school setting

There are more than 200,000 Virginians employed in computing fields, and over 70% of other STEM jobs require computing literacy, with demand growing. Virginia currently has 70,000 unfilled jobs in computing fields, ranging from advanced manufacturing, cybersecurity and software development, with this sector in Virginia growing at 4 times the national average. Meanwhile, many Virginia school districts lack the resources to provide CS education to their students, or training for their educators. CodeVA's programs are the foundation of Virginia's future workforce development in the tech sector.



## Sponsorship Levels

(check one)

Presenting: \$10,000

Ace: \$7,500

King: \$5,000

Queen: \$2,500

Jack: \$1,000

## Sponsorship Contact Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Accounting Contact: \_\_\_\_\_

## Sponsorship Commitment

Signature: \_\_\_\_\_

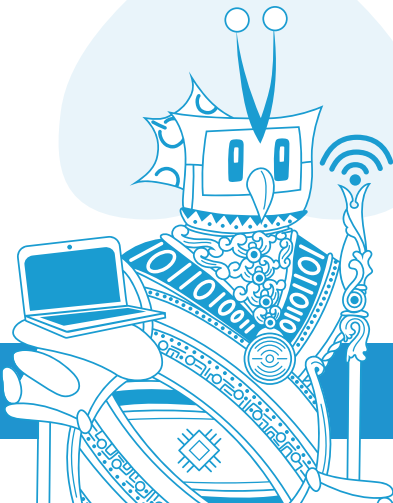
Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Amount: \_\_\_\_\_

Checks can be made out to CodeVA.  
Please call **(804) 802-2773** for more donation options.



# Sponsorship Levels

	Presenting \$10,000	Ace \$7,500	King \$5,000	Queen \$2,500	Jack \$1,000
Event Tickets	20	16	12	8	4
VIP Tickets	6	4	2	2	2
Event Sponsor	✓	✓	✓	✓	✓
Year-Round Employee Engagement and Networking Opportunities	✓	✓	✓	✓	✓
Logo on CodeVA Website	✓	✓	✓	✓	
Access to Full List of Opt-In Attendees	✓	✓	✓	✓	
Name a Derby Horse	✓	✓	✓	✓	
Ad Placement in Program	Full Page	Full Page	1/2 Page	1/4 Page	
Logo on BBoT Event Signage	✓	✓	✓		
Sponsor Pages in CodeVA's Snail Mail and Annual Report	✓	✓	✓		
Gaming Table Signage	✓	✓	✓		
Food Table Signage	✓	✓			
Prominent Signage at Event Entrance	✓	✓			
Dedicated Email Blast to CodeVA Supporters	✓	✓			
Signature Cocktail in Your Name	✓	✓			
Logo Included on BBoT Step & Repeat and Virtual Background	✓				
Exclusive Presenting Rights	✓				
Remarks at Event (5 Min)	✓				
One 6' Table at the Event Dedicated to Organization	✓				
Mention During On-Air Interviews	✓				

