

PROJECT LAUNCH SPONSORSHIP GUIDE

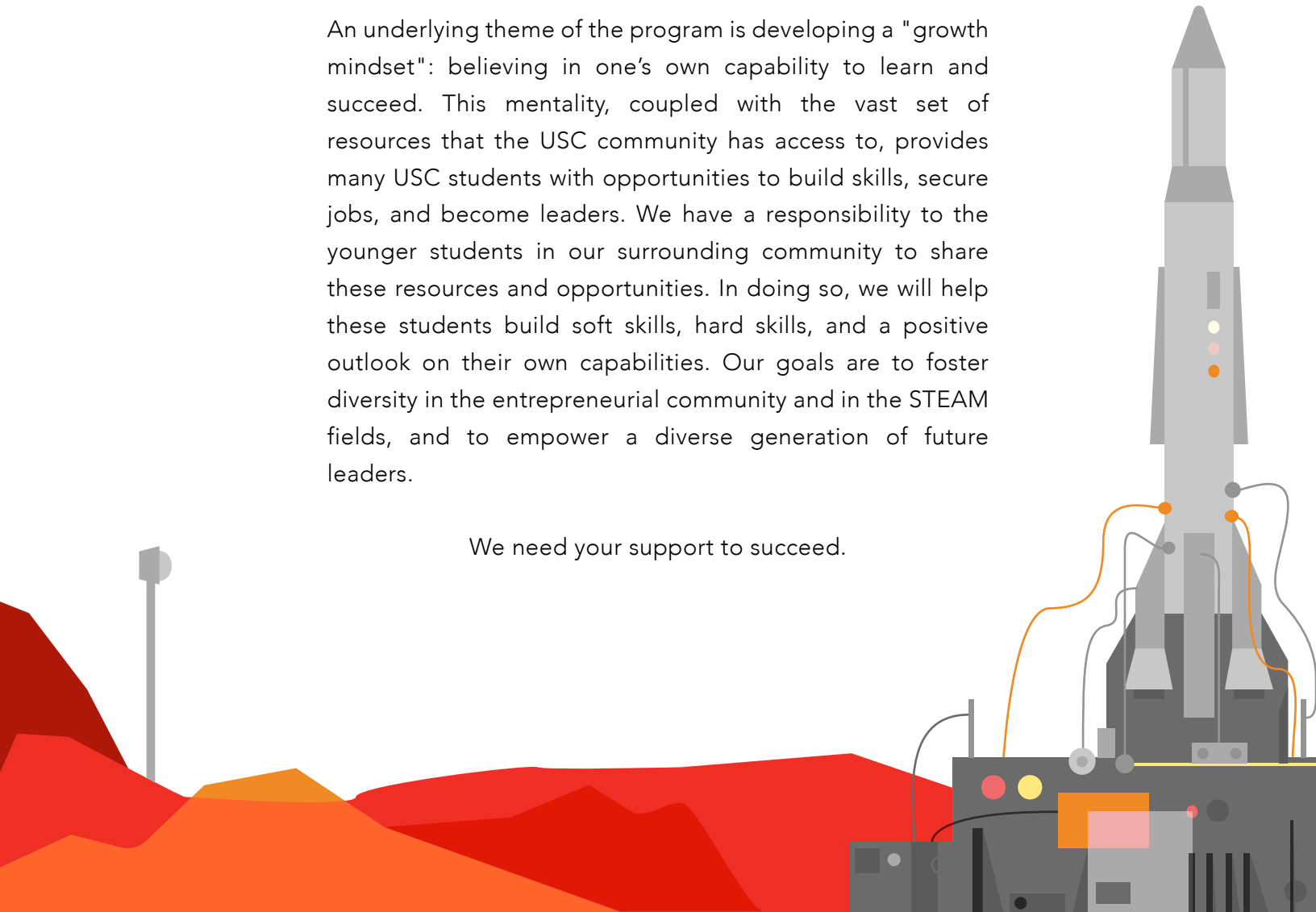


WHAT'S PROJECT LAUNCH?

Project Launch is a semester long mentorship program that connects inner city high school students to college-student mentors. Throughout the course of the program, we host four hands-on workshop sessions focused on developing the soft and hard skills these students will need to be leaders in the entrepreneurial community, and in the fields of Science, Technology, Engineering, the Arts, and Mathematics (STEAM) . We also curate a list of events that these students can participate in throughout the mentorship program, including tours to technology companies, pitch competitions, career fairs and many others.

An underlying theme of the program is developing a "growth mindset": believing in one's own capability to learn and succeed. This mentality, coupled with the vast set of resources that the USC community has access to, provides many USC students with opportunities to build skills, secure jobs, and become leaders. We have a responsibility to the younger students in our surrounding community to share these resources and opportunities. In doing so, we will help these students build soft skills, hard skills, and a positive outlook on their own capabilities. Our goals are to foster diversity in the entrepreneurial community and in the STEAM fields, and to empower a diverse generation of future leaders.

We need your support to succeed.



SPONSORSHIP TIERS



In supporting Project Launch, you have the opportunity to:

- Support diversity in STEAM
- Empower underprivileged students the LA area
- Expose students to entrepreneurship
- Make an impression on tomorrow's leaders
- Participate in Project Launch's programming
- Be recognized for your contributions

To bring this project to life, we need your support at one of the following sponsorship levels:

Supernova - 8K

- Keynote at Closing Event
- Video Highlight
- Title Scholarship
- Deliver a Scholarship
- Largest Brand Placement

Sun - 5K

- PR Highlight
- Larger Brand Placement

Shooting Star - 3K

- T Shirt Promotion
- Curriculum Highlight
- Distribute Swag

Meteor \$500

- Host a Tech Tour
- Recognition on Website
- Attend "Mission" Workshops
- Attend Closing Event
- Attend Kickoff
- Make a Difference



SPONSORSHIP BENEFITS



Keynote at Closing Event (“Mission Complete”)

At the end of the semester we will host a closing event, “Mission Complete”, celebrating the relationships that form and the projects that are completed over the course of the semester. The event will start with a keynote speech from you, our top sponsor, discussing the exciting road that lies ahead of these students. Your company will be distinguished as a major supporter of Project Launch, and we will work with you to ensure that you can be present on the date of the Mission Complete event.

Title Scholarship

Three students will receive a \$1,000 scholarship at the end of the semester. As a top sponsor, these scholarships will be dedicated in your name. Each scholarship will come with a certificate of recognition, designed by our team, and including your company name and/or logo as you see fit.

Deliver a Scholarship

At the “Mission Complete” closing event, you may announce and deliver the certificates of scholarship to the 3 students that will receive the scholarships. This will be captured in the Video Highlight.

Video Highlight

We will be documenting the mentorship experience, capturing photo and video content at all events. In the recap video that we produce, your company will be featured as the primary supporter and recognized for your significant contribution.

Largest Brand Presence

Your company’s logo will be the largest in all places where sponsor logos appear (See Larger Brand Placement, T Shirts, and Recognition on Website)

PR Highlight

Sun Level Sponsors and above will be recognized for their contributions through:

A Facebook post specifically highlighting your company

A Twitter post on the day of each workshop (“Mission”)

A specific highlight of your company in one of the articles we will be writing in our blog series on Generation Girl. To be posted on projectlaunch.io/blog or on medium.com.

Larger Brand Presence

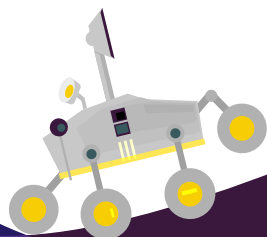
Your company’s logo will be larger than the logos of Shooting Star and Meteor Level sponsors on the printed Curriculum Material, printed Homework Assignments, T Shirts, Website, and Application.

T Shirt Promotion

Have your brand represented on the Project Launch T Shirts that these students, our team, and your staff will wear to the events and for years to come!

Curriculum Highlight

Have your brand represented on the printed Curriculum Documents and Homework assignments that we will be handing out to students throughout the program.





Distribute Swag

We will distribute any marketing materials / “swag” items that you deliver to us at the kickoff event, at each the workshop sessions (“Missions”) and at the closing event (“Mission Complete”).

Host a Tech Tour

We will coordinate with a member of your staff to set up a tour to your offices, and will invite student mentees and members of our team to the tour! We will handle all communications and transportation, you just need to work with us to set a time and a date!

Recognition on Website

The website is where we share our students’ stories and where students can go to learn about the program, review materials from the curriculum, and watch the recap video we will post at the end of the semester. As a Project Launch Sponsor, your company logo will appear on the Project Launch website, in the prominent Partners section.

Attend Kickoff

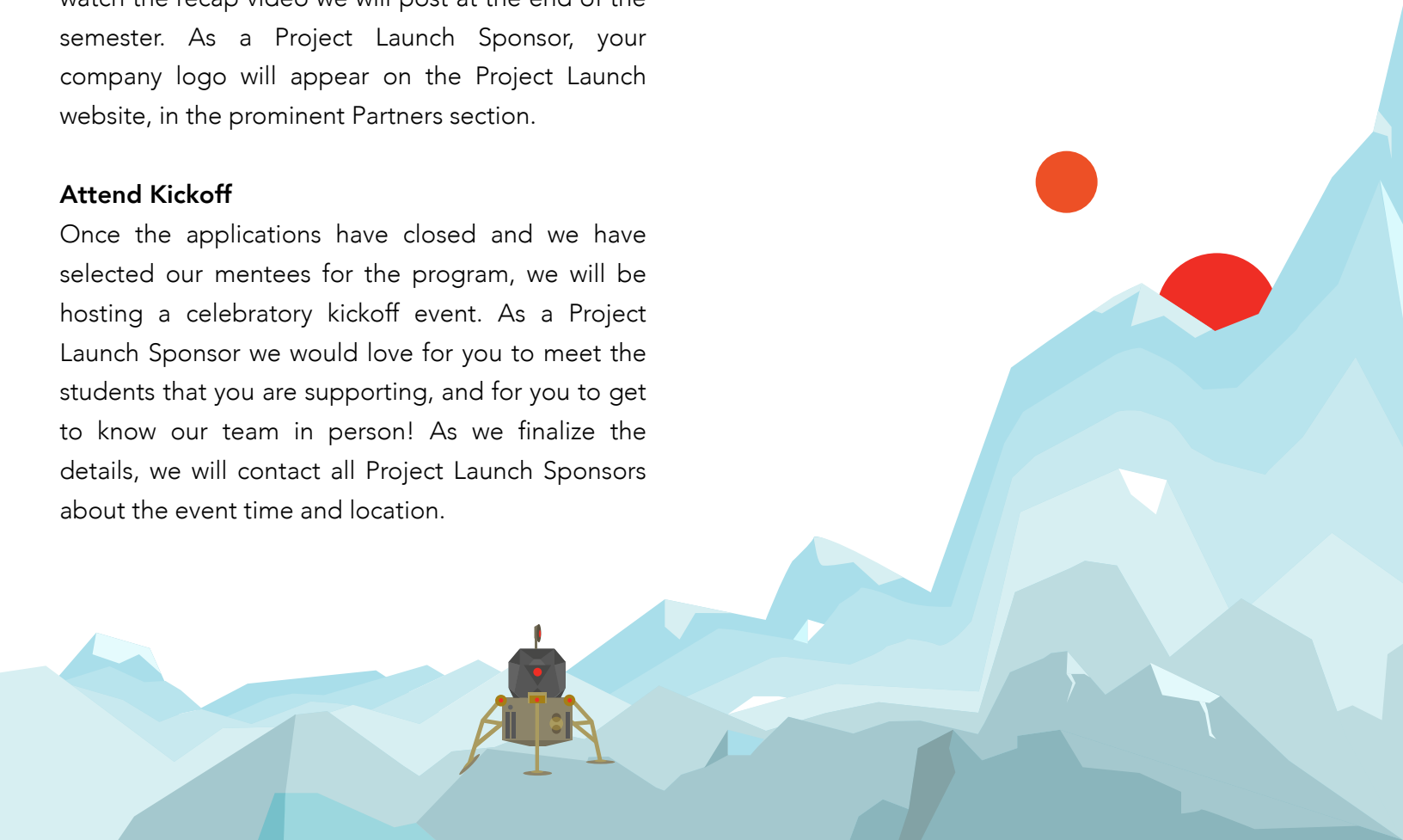
Once the applications have closed and we have selected our mentees for the program, we will be hosting a celebratory kickoff event. As a Project Launch Sponsor we would love for you to meet the students that you are supporting, and for you to get to know our team in person! As we finalize the details, we will contact all Project Launch Sponsors about the event time and location.

Attend “Mission” Workshops

We will host 4 workshops (“Missions”) over the course of the semester, one every three weeks. Students will work on projects that develop a specific soft and hard skill at each session, and as a Project Launch Sponsor we would love to have you interact with and provide advice to students at these events.

Attend Closing Event

At the end of the semester we will host a closing event, “Mission Complete”, celebrating the relationships that form and the projects that are completed over the course of the semester. We invite our partners to join us in this celebration and learn about the students’ experiences throughout the program.



The background is a dark blue space-themed illustration. It features various celestial bodies: a purple planet with a ring, a brown planet with a ring, a light blue planet with a ring, a yellow planet, a red planet, and a blue planet. There are also several white and yellow stars, some with plus signs. A white rocket is flying towards the right. The text is centered in the upper half of the page.

MAKE A DIFFERENCE

Not all students have access to the same resources and opportunities. While some in underprivileged communities find their way into entrepreneurial endeavors and into the STEAM fields, the playing field is uneven. Compared to the opportunities available in more affluent areas, these communities are at a steep disadvantage. An entrepreneurial mindset and a career in STEAM can provide a path to economic security and community growth. While community-level impact is allusive, we will do our best to create lasting impact for the students we do work with through Project Launch.

Project Launch aims to empower these students to explore entrepreneurial and STEAM fields, and to pursue their passions. Additionally, the STEAM fields cannot afford to miss out on any population of potential contributors. By connecting the most under resourced fields with underprivileged communities, we hope to begin scratching the surface of the imbalance in the system and to provide the students we work with access to new resources and a new path. We hope you will join us on this mission, and on this first prototype of what we hope can be a scalable, sustainable system for community impact.

Project Launch.

