



## MacArthur Foundation's 2010 Winner! **Digital Media & Learning Competition**

### What is Youth APPLab?

**Youth APPLab** is an after-school project designed to teach African-American and Latino high school students in Washington, DC how to *design and develop mobile applications (apps)* for the Android platform. It presents participants with opportunities to explore computer science, examine cutting-edge technology, innovate, problem solve, communicate, and express themselves.

### What are the project's objectives?

- High School students learn how to program and **think computationally**;
- High School students gain **software production experience** (from design to production);
- Youth APPLab gains insight into students' perspectives and experiences as project progresses. This insight will be shared with the computer science community regarding nation-wide **'Broadening (minority) Participation in Computer Science' efforts.**



### What are the project's benefits?

- Participating students gain internships and exposure to real-world experiences
- Participating companies gain new talent (i.e. interns)
- MacArthur Foundation contributes to future of digital media and learning

More information at <http://www.youthapplab.org>

**MacArthur**  
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## PROJECT SPONSORSHIP OPPORTUNITIES



- **CAREER Sponsor** – Team Sponsorship **\$5,000.00**

This sponsorship opportunity enables site visits to your company to provide real-world knowledge/experience of mobile application development. Your employees can help mentor teams throughout the duration of the project.

### Benefits:

- Recognition at Kick-Off event, end of project video
- Signage (website, paraphernalia)

- **TOUCH-SCREEN Sponsor** – *Visibility* **\$7,000.00**

This opportunity powers the website, which will feature student blogs, clips about app production, as well as all project related paraphernalia (e.g. t-shirts).

### Benefits:

- Recognition at Kick-Off event
- Recognition in end of project video
- Signage (website, paraphernalia)

- **APP DEVELOPMENT Sponsor** - *Design & Programming* **\$10,000.00**

This opportunity provides assistance with the acquisition of all additional human and other resources needed to support the development of each mobile application created (e.g. technical support, books, specialized software and/or lessons (graphic design), and the like).

### Benefits:

- Recognition at Kick-Off Event and End of Project Exhibition
- Signage (website, paraphernalia, apps)
- Recognition in end of project video
- Exhibit Space at Kick-Off Event or End of Project Exhibition

- **STORAGE Sponsor** - *Multimedia Project Documentation* **\$10,000.00**

This opportunity allows Youth APPLab to document 100 hours of video footage and photography throughout the duration of the project.

**Benefits:**

- Recognition at Kick-Off Event and End of Project Exhibition
- Exhibit Space at Kick-Off Event or End of Project Exhibition
- Signage (website, paraphernalia)
- Recognition in end of project video and photo gallery website

- **HARDWARE Sponsor** – *Equipment* **\$15,000.00**

This opportunity provides Youth APPLab participants with laptops (upgrade from netbooks) and android smartphones to use throughout the duration of the project.

**Benefits:**

- Exhibit Space at Kick-Off Event and End of Project Exhibition
- Signage (website, paraphernalia, apps)
- Recognition in end of project video

- **FINANCIAL WORKSHOP Sponsor** – *Financial Literacy* **\$5,000.00**

This opportunity provides Youth APPLab participants with financial literacy as some may obtain their first job as a summer intern.

**Benefits:**

- Exhibit Space at End of Project Exhibition
- Signage (website)

- **INTERNSHIP Sponsor** – *Summer Internship* **\$12,000.00**

Each sponsor of opportunity provides a Youth APPLab team with paid summer internships during summer 2011.

**Benefits:**

- Exhibit Space at Kick-Off Event or End of Project Exhibition
- Signage (website)
- Recognition in end of project video



## LOGISTICS SPONSORSHIP OPPORTUNITIES

- **MOBILITY Sponsor** – *Transportation* **\$15,000.00**

This opportunity provides transportation for all students to Howard University to participate in enter team activities and mini-competitions. These events will happen every two months.

### **Benefits:**

- Recognition at Kick-Off Event and End of Project Exhibition
- Exhibit Space at Kick-Off Event and End of Project Exhibition
- Signage (website, paraphernalia)
- Recognition in end of project video

- **RESEARCH Sponsor** - Project Research **\$20,000.00**

This sponsorship opportunity helps the research efforts associated with the project (data collection, analysis, publications) throughout the duration of the project.

### **Benefits:**

- VIP Seating, when appropriate
- Recognition at Kick-Off Event, End of Project Exhibition, end of project video
- Signage (website, paraphernalia, apps)
- Exhibit Space at Kick-Off Event and End of Project Exhibition

- **SCHOLARSHIP Sponsor** – College Scholarships **\$40,000.00+**

Sponsors provide funds for college tuition and fees for recipients who will study Computer Science. You can sponsor as many years as desired (~\$40K per year).

### **Benefits:**

- 5 minute speaking opportunity, VIP Seating, when appropriate
- Recognition at Kick-Off Event, End of Project Exhibition, end of project video
- Signage (website, paraphernalia, apps)
- Distribution of Materials
- Exhibit Space at Kick-Off Event and End or Project Exhibition

## EVENT SPONSORSHIP OPPORTUNITIES



- **BOOT-UP Sponsor** - *Kick-Off Event* **\$20,000.00**

This opportunity enables the production of the Youth APPLab Kick-Off Event.

### **Benefits:**

- 5 minute speaking opportunity
- VIP Seating, when appropriate
- Recognition at Kick-Off Event, end of project video
- Signage (website, paraphernalia, apps)
- Distribution of Materials
- Exhibit Space at Kick-Off Event

- **APP DEMO Sponsor** - *Exhibition/Demonstration Event* **\$20,000.00**

This sponsorship opportunity enables the production of the exhibition at the end of the program when we announce app competition winners and internships.

### **Benefits:**

- 5 minute speaking opportunity
- VIP Seating, when appropriate
- Recognition at End of Project Exhibition, end of project video
- Signage (website, paraphernalia, apps)
- Distribution of Materials
- Exhibit Space at End of Project Exhibition

**Questions? Please contact Leshell Hatley:**  
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