



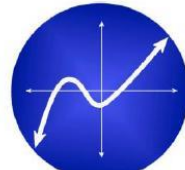
Science



Technology



Engineering



Math



STEM:Paths Presents:

***An Interactive Christmas Experience
For Children Living in DC Public Housing***



***Sponsorship
Opportunities***

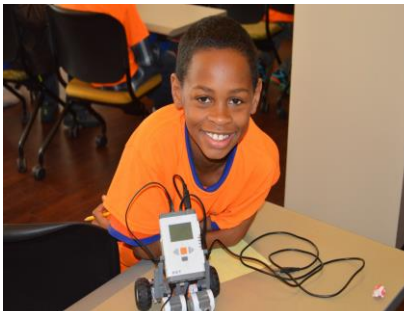


Factsheet

Introduction

Children living in public housing face an uncertain future. Many have the aptitude to be professionals in the fields of science, technology, engineering, and mathematics (STEM), but lack access to out-of-school STEM activities that can help them achieve their potential. “Discovering the undiscovered” among low-income youth is critical to improving their futures and to increasing the workforce for America’s STEM-based industries. An insufficient pipeline of STEM professionals may put our national security at risk.

STEM:Paths, a locally based innovative program, meets these challenges. In creating STEM:Paths, several organizations with successful STEM programs joined forces to deliver a collective impact through collaboration. Our team members have already impacted thousands of low-income children. STEM:Paths’ core team comprises Patriots Technology Training Center, Make-A-Difference 2020, and Encore Solutions, Inc. Our partners include West Point, the Army Research Laboratory (ARL), and the U.S. Department of Housing and Urban Development (HUD).



The Event

We invite you to support and participate in our next event: an Interactive Christmas Experience for children living in DC public housing communities. Youth, parents, and stakeholders will get to enjoy unique interactive experiences with STEM competitions, coaching, teamwork, building, and more. This STEM carnival will include at least 20 educational experiences and will encourage participating youth to choose from a variety of potential STEM careers. The event will also include giveaways of STEM toys.

This Sponsorship Kit describes the **multiple benefits for sponsors**, including many day-of-event and post-event opportunities for showcasing your sponsorship. If we can secure the necessary funds by **November 15, 2014**, we will hold this event on December 13th in Washington, DC. Please review the Sponsorship Kit and select the level at which your organization can support this important event. Your funding will help improve the future for underserved children who deserve a chance to succeed.

Sponsorship Opportunities

The following pages describe the benefits and levels of sponsorship. Encore Solutions, Inc., a STEM:Paths partner and a professional services firm that directs multimillion-dollar projects, is providing financial management for the STEM:Paths project.

Make checks payable to: Encore Solutions, Inc.
12300 Twinbrook Parkway, Suite 330
Rockville, MD 20852



For additional information, please call Alan Hamlin at 202-832-1555 or Mark Brown at 301-466-3332.

Sponsor Benefits

STEM:Paths events offer multiple benefits for sponsors. These events provide opportunities for promoting your business well beyond the day of the event. The website, digital magazine, and event video will be viewed, posted, and distributed throughout the 12-month period after the event. They will provide many opportunities to drive traffic to your site. **Sponsors will benefit from the longevity of these products.**

The digital magazine is a free, post-event publication with no subscription fees and an unlimited pass-along rate. We plan to distribute our premier issue to the following audiences: Federal Government agencies and employees; corporations and small Businesses; Veterans' agencies; workforce development programs; faith and community-based organizations; high schools; and community colleges. The digital magazine will capture the children, the activities, the sponsors, and the other key stakeholders in action through print and pictures.

The event video will be a great opportunity for sponsors, through an on-camera interview, to describe their company's support for STEM educational activities. The video will be disseminated through multiple social media networks, as well as to all key stakeholders.

Benefits of STEM:Paths sponsorship include the following:

Day-of-Event Exposure

- Corporate signage and banners
- Logo placement on event materials
- Sponsor recognition
- Opportunity to speak at event
- Distribution of corporate materials
- Resource table



Continuous Exposure

Website

- Logo and links on partner websites

Digital Magazine

- Static ads
- Animated ads
- Presentations in ads
- Short video commercial clips in ads
- Business profile
- Article by or about the business
- Logos and banner placement

Event Video

- Logo placement in video
- On-camera interview
- Clips in event video

STEM:Paths Christmas STEM toys

- Recognition for STEM toy give-away

Distribution List for Post-Event Digital Magazine and Video

(Partial List)

Alpha Phi Alpha Fraternity
Carver Middle School
CCDC Fox Hill LLC
Civil Survival
Corporation for National and Community Service
Educational Innovations
Encore Solutions, Inc.
Environmental Protection Agency
Executive Office of National Drug Control Policy
Hampton Branch of the NAACP
Hampton Commonwealth Attorney's Office
Hampton Redevelopment Housing Authority
Hampton University, Harvey Library
Hampton University, Sociology Department
J. Sargeant Reynolds Community College
Kappa Alpha Psi Fraternity
Make-a-Difference 2020
My Brother's Keeper
National Institutes of Health
National Police Athletic League
National Society of Black Engineers
Norfolk Public Schools
Norfolk State University
Patriots Technology Training Center
Public Housing Authorities
Richmond International Raceway
Richmond Public Schools

Richmond Redevelopment and Housing Authority
Spartanburg High School
STEM Innovation Initiative
True Beginnings
U.S. Army
U.S. Coast Guard
U.S. Department of Commerce
U.S. Department of Defense
U.S. Department of Education
U.S. Department of Energy
U.S. Department of Health and Human Services
U.S. Department of Housing and Urban Development
U.S. Department of Justice
U.S. Department of Labor
U.S. Department of Transportation
U.S. Navy
United States Army Research Laboratory
United States Military Academy
Urban League of Hampton Roads
VEX Robotics, Inc.
Virginia Commonwealth University
Virginia Military Institute
Virginia STEM Innovation Network
Virginia Union University
West Point Academy
West Point Society of Richmond
West Point Society of Virginia



Sponsorship Packages

PLATINUM: \$50,000

- STEM toy give-away recognition
- Event recognition, judging, and coaching
- Speaking at Event
- Signage and Event banners
- Resource table
- Website logo and link
- Business profile and article
- Logo in Event Video
- Cover ads in Digital Magazine with animation or video
- On-camera interview in Event Video

GOLD: \$35,000

- STEM toy give-away recognition
- Event recognition, judging, and coaching
- Speaking at Event
- Signage and Event banners
- Resource table
- Website logo and link
- Business profile and article
- Logo in Event Video
- (2) full-page ads in Digital Magazine with animation or video
- On-camera interview in Event Video

SILVER: \$25,000

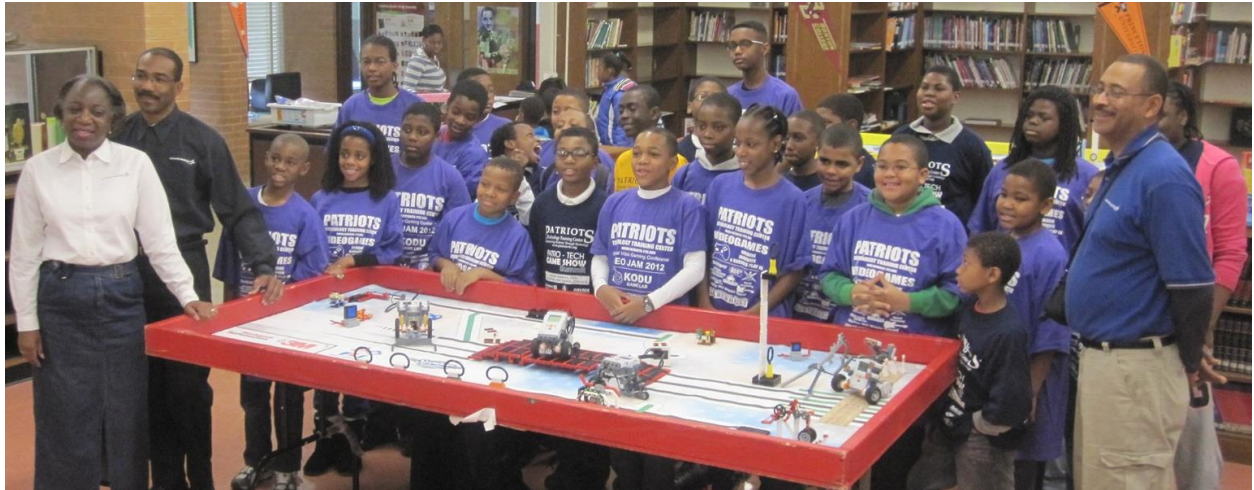
- STEM toy give-away recognition
- Event recognition, judging, and coaching
- Speaking at Event
- Signage and Event banners
- Resource table
- Website logo and link
- (1) full-page and (1) ½-page ad in Digital Magazine

BRONZE: \$10,000

- Event recognition, judging, and coaching
- Signage and Event banners
- Resource table
- Website logo and link
- (1) ½-page ad in Digital Magazine

**Thank you for helping to create brighter futures
for our underserved youth.**





Organization Information

Company _____

Address _____

City _____ State _____ ZIP _____

Website _____

Sponsorship Level (Category/Amount): _____

Point of Contact Information

Name _____

Title _____

Phone _____

Email _____

Signature _____

Please submit this form with your payment.