



# APP DEV LEAGUE

**SPONSORSHIP PACKAGE**

# 2021

**WEBSITE:**

<http://appdevleague.org/>

**IMPORTANT LINKS:**

<https://linktr.ee/AppDevLeague>

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408.431.6300

# WHO WE ARE

Founded in 2019 by Krish Maniar, App Dev League is a student-run **501(c)(3) non-profit** that is devoted to bringing emerging Computer Science education to **underprivileged students** and underrepresented demographics in **grades 6-12**. Our hands-on, project-oriented curriculum allows students to feel accomplished about the skills they develop after attending ADL events. We also spearhead a variety of initiatives such as our custom Teaching App, Mentorship Program, and Appathon Competition.



5000+ Students  
Reached



50+ Schools &  
Partners



25+ Team  
Members

## OUR MISSION

We strive to open the world of application development to young students and **increase diversity** in STEM careers. Through our events and programs, students will have the potential to **make an impact** in their communities through the **power of applications**, especially due to the reliance on technology during COVID-19.



## Our Initiatives

To achieve our goal for education equity in Computer Science focused areas, all our events and content is geared towards students who **lack the opportunities** to excel in **STEM careers** due to financial concerns or systemic issues they experience. **At ADL, we educate today's young generation around the world for not only a memorable experience, but also to empower them to be industry leaders.** Please take a look below to view some of our initiatives:



### Flagship Events

In addition to our monthly workshops and educational summer courses, App Dev League hosts the **ADL Appathon**, which is an opportunity for students to build apps that can make a **real-world iimpact**.

### Devnetic (Teaching App)



Our teaching app (Devnetic) is an **interactive** and **project-oriented** app for students to learn about App Development and Artificial Intelligence through a series of interactive multiple choice questions and videos.



### Mentorship Program

Especially in low-income schools, **one on one personalized tutoring** is often unavailable to students. With our unique mentorship program, students will be able to learn CS concepts at their own **comfortable pace**.



## OUR FLAGSHIP CONFERENCE

This summer, **App Dev League** will be hosting its first **Appathon Conference**, which is the first Application Development literacy event for high schoolers. We expect **200-300 attendees**, and it will be conducted virtually through Zoom. **Our goal is to raise \$5000 from sponsors!**

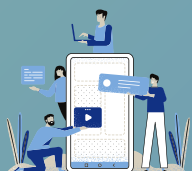
Take a look at our **schedule!**

### AUGUST 6

**6:30pm** -- Opening Ceremony

**7:00pm** -- Intro to App Dev

**8:00pm** -- Game Night



### AUGUST 7

**9:00am** -- Keynote #1

**10:00am** -- HTML/CSS/JS workshop

**10:30am** -- Advanced JS workshop

**11:00am** -- AI ethics in App Development

**12:00pm** -- Lunch break

**1:00pm** -- Front end React Development

**2:00pm** -- Back end Flask Development

**3:00pm** -- AI and ML-Pro

**4:00pm** -- Creating an ML video game

### AUGUST 8

**9:00am** -- Keynote #2

**10:00am** -- Diversity in STEM

**11:00am** -- Building STEM careers

**12:00pm** -- Lunch break & Judging

**2:00pm** -- Closing Ceremony



### EXPERT SPEAKERS

At the Appathon, we aim to provide a **comprehensive overview** of App Dev. Our speakers include **Elon Musk's son, Stanford PhDs, founders, and MIT graduates.**

### APP COMPETITION

We bring students of **all backgrounds** together to compete in our App Competition, where students present a business pitch, abstract, or prototype demo about an App that can **benefit our world.**

We hope you can support us in our first **Appathon** this summer (2021)!



# Why become a sponsor?

By sponsoring App Dev League, your company will not only have access to the **litany of benefits** outlined in our sponsorship package below, but it will also allow your company to **empower** and **support** the upcoming generation of students to become tomorrow's **leaders** in CS.

## 1

### Promote your Business

Our package will enable your company to market your products/services on our social media platforms, promotional material, and swag. It's a great way to increase your reach!

## 2

### Support young students

ADL strives to support underprivileged demographics by introducing emerging technology to the next generation of students. Through a sponsorship with ADL, you can be the force that encourages a young student to pursue their passions!

**100%** of your contribution will be used towards our **operational costs** for events, programs designed for **unprivileged children**, and **marketing/outreach** activities.



# Sponsorship Package Tiers

Sponsorship Tiers	Bronze Supporter	Silver Advocate	Gold Leader	Platinum Champion
Amount/year	\$500	\$1000	\$3000	\$5000+

Corporate				
Listed as ADL Sponsor on the Website	X	X	X	X
Social Media Branding		X	X	X
Partnered Events			X	X
Swag material				X

Events				
Listed as ADL Sponsor on the Website	X	X	X	X
Workshop or Speaker Talk	X	X	X	X
Product Demo		X	X	X
Custom Event Prizes		X	X	X
Keynote Presentation			X	X
Chief Sponsor of Event				X





# JOIN US TO MAKE AN IMPACT



You can sign up at this form:  
<http://tiny.cc/sponsorADL> or  
send us an email at  
[contact@appdevleague.org](mailto:contact@appdevleague.org).  
We can also set up a phone  
call to discuss further details.