APP DEV LEAGUE

SPONSORSHIP PACKAGE

2021

WHO WE ARE

Founded in 2019 by Krish Maniar, App Dev League (ADL) is a student-run **501(c)(3) non-profit** that is devoted to bringing emerging Computer Science (CS) 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 School Resources Program, Mentorship Training, and Appathon Conference.

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 CS 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 **CS 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:

Mentorship and Educational Enrichment Teaching

The **MEET** program allows students, regardless of their background, to receive **free 1 on 1 mentorship** on various topics such as **Mobile App Development, Web Development, and Artificial Intelligence**. It is a 2 month long program, with one session every week (each session is 1 hour long).

Student Teacher Academic Resources

The **STAR** program is an opportunity for **Title 1** (underprivileged) **schools** and **low-income centers** to utilize our **free CS resources**, such as our team-curated **curriculum hubs** and our teaching app, **Devnetic.** These resources will be used in an ADL sponsored **after-school program** for your school.

Community App Management and Production

The **CAMP** program allows **organizations** (non profits, school clubs, etc.) to have their **websites and apps built within weeks for free**. Our goal for this initiative is to build applications to help communities, especially those that were **hit hard by COVID-19 and racial discrimination**, in any aspect we can through app dev.

APP DEV LEAGUE

OUR FLAGSHIP CONFERENCE

This summer, **App Dev League** hosted its first **Appathon Conference,** which was the first Application Development literacy event for high schoolers. We welcomed **300 attendees** and conducted the event virtually through Zoom. **Prize pool valued nearly $20k!**

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 next Appathon next summer (2022)!

APP DEV LEAGUE

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 on both ADL and Corporate Site as sponsor	X	X	X	X
Social Media Branding		X	X	X
Partnered Events			X	X
Swag material				X

Events				
Listed on both ADL and Corporate Site as sponsor	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. We can also set up a phone call to discuss further details.