



MARCH 16th, 2022 | 11:30 AM - 12:30 PM PDT | TAF YOUTUBE

INSIDE:

OVERVIEW: TAF + LUNCHEON 1
REACH 2
EVENT SPONSORSHIP 3
KEY INFO + CONTACT 7

OVERVIEW

ABOUT TAF

TAF is a Seattle-based nonprofit leader that partners with local schools, universities, corporations, and community to equip underrepresented K-12 students with free public STEM education and tools to enter college and careers. Since 1996, TAF has worked to create opportunities for students to access traditionally white, male dominated industries by providing industry relevant technical skills, career experiences, and supportive academic environments to encourage early discovery of career pathways. We also work with educators, so more students can learn in an unbiased, equitable environment where the ethnic make-up of the teaching staff is representative of the student body. Through our cohesive programs – School Transformation, Network for EdWork and our model academies TAF@Saghalie and TAF@ Washington Middle School – we impact over 24,000 public school students and teachers across Washington State.

25 YEARS OF TAF EXCELLENCE

For 25 years, TAF has dedicated efforts to provide educational justice to students, specifically of color. Now is the time be a part of the change. Your support can transform public education and create equitable environments where all students thrive. Together, we can make our vision for schools a reality.

At the 2022 annual virtual TAF Luncheon spring fundraiser, a collective of Seattle's most passionate advocates and influential leaders representing multiple sectors, come together to stand in support of preparing students for careers through an equitable public STEM education.

Interested in sponsoring? » Contact lunchbreak@techaccess.org or visit techaccess.org/lunchbreak/sponsor to learn more.

IMPACT IN 2020-2021

23,012

Students impacted by TAF programs across Washington State!

40

School districts in Washington State that have at least one STEMbyTAF educator.

96%

On-time graduation rate at TAF@Saghalie, TAF's model 6-12th-grade public STEM school.



+, ADDED

- Network for EdWork launched statewide efforts to support educators of color introducing Education.
- EnCounter and Ally Engagement programs.
- We welcomed our 13th Martinez Fellowship Cohort of 45 early educators of color.
- Launched Artificial Intelligence and Machine Learning pilot program at one of our partner schools.
- Enhanced student ambassador program for our two co-managed schools.

EVENT DETAILS

Wednesday, March 16th, 2022

11:30 – 12:30 pm PDT

TAF YouTube Channel

Suggested Donation: \$200

REACH

Our luncheon is attended by Seattle's most influential leaders across multiple sectors, drawing over 500 industry professionals, philanthropists, policy makers and elected officials, all of whom stand in support of equitable STEM education. And, beyond our luncheon, people across the country pay close attention to our work including...

NOTABLE ADVOCATES

KEN BIRDWELL

Founder and CEO of Magic Cabinet Foundation

SHIZA SHAHID

Founder and CEO of the Malala Fund

BRUCE AND JEANNIE NORDSTROM

The Nordstrom Family

DANNY GLOVER

Actor, Director, and Political Activist known for films such as Lethal Weapon, The Color Purple, Beyond the Lights, and Sorry to Bother You

DERRICK MORTON

CEO of Flowplay

DOUGLAS L. JACKSON

Associate Dean of Equity, Diversity and Inclusion at University of Washington School of Dentistry

JENNY DURKAN

Mayor, City of Seattle

ONLINE

9,500+

Email Subscribers

7,300+

Social Media followers

EVENT

1,100+

YouTube Views

63

Organizations Represented

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EVENT SPONSORSHIP

TAKE ACTION NOW – CREATE A MORE EQUITABLE SOCIETY TOMMORROW

Today, our students are working alongside professionals impacting everything from commercial travel to environmental research. Our teachers continue to be selected for administrative leadership roles to inspire systemic change in districts. Your sponsorship investment helps TAF create a sustainable, equitable, local pipeline of qualified future changemakers to solve Wahington State's current STEM talent shortage.



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YOUR EMPLOYEES ARE ALREADY CONNECTED AND INSPIRED!

45% of TAF's individual gifts are tied to workplace giving, and 87% of our volunteers represent corporate companies. Your partnership allows our students continued access to STEM field exposure, while providing your company excellent brand visibility and alignment with equitable STEM opportunities for marginalized communities.

We've crafted sponsorship opportunities suitable for organizations of all levels, making it easier for you to support a cause you care about while being mindful of your budget. Additionally, by sponsoring our luncheon, your company will have fulfilled the financial entry requirements of becoming a TAF Alliance Partner!*

**Contact corporatealliance@techaccess.org to learn more about becoming a TAF Alliance Partner.*

SPONSORSHIP PACKAGES

PREMIERE
\$30,000+

PATHFINDER
\$20,000+

TRAVELLER
\$10,000+

PRE-EVENT			
Your company on our website's luncheon landing page	Large Logo	Medium Logo	Small Logo
Your company on luncheon registration page	Linked Logo	Linked Logo	Logo
Sponsorship acknowledgement on social media to 4,500+ followers	✓	✓	✓
Your linked logo included in event emails to 9,500+ recipients	✓	✓	✓
Your logo on the event banner on our website's homepage	✓	-	-
Blog post highlighting sponsorship	✓	✓	✓
Logo shown in YouTube and social media promotional videos	✓	-	-
Your company on mailed event Save the Date	Large Logo	Medium Logo	Small Logo
Your company listed as a sponsor in YouTube video description	✓	✓	✓
DURING VIRTUAL EVENT			
Verbal recognition during Varsity Lunchbreak show	✓	✓	-
Your company name listed as sponsor in video credits	✓	✓	✓
Your company name in event ticker	✓	✓	✓
Pre-recorded speaking opportunity	✓	-	-

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SPONSORSHIP PACKAGES

TRAVELLER \$10,000+

EXPLORER \$5,000+

PRE-EVENT		
Your company on our website's luncheon landing page	Small Logo	Name Listed
Your company on luncheon registration page	Logo	Name Listed
Sponsorship acknowledgement on social media to 4,500+ followers	✔	✔
Your linked logo included in event emails to 9,500+ recipients	✔	✔
Your logo on the event banner on our website's homepage	-	-
Blog post highlighting sponsorship	✔	✔
Logo shown in YouTube and social media promotional videos	-	-
Your company on mailed event Save the Date	Small Logo	Name Listed
Your company listed as a sponsor in YouTube video description	✔	✔
DURING VIRTUAL EVENT		
Verbal recognition during Varsity Lunchbreak show	-	✔
Your company name listed as sponsor in video credits	✔	✔
Your company name in event ticker	✔	-
Pre-recorded speaking opportunity	-	-

Looking for something else? »
Review more sponsorship opportunities on page 7!

Interested in sponsoring? » Contact lunchbreak@techaccess.org or visit techaccess.org/lunchbreak/sponsor to learn more.

OTHER OPPORTUNITIES

In addition to our traditional sponsorship packages, we offer flexibility when it comes to supporting our Varsity Luncheon. Here are other ways you can partner with TAF:

“SIGHTSEER” COMMUNITY PARTNERSHIP (\$1,000-\$5,000)

Organizations of all sizes can support TAF and our students and teachers. As a Community Partner, your organization will receive:

- A listing as a Community Partner in our luncheon program
- A listing on our luncheon landing page

IN-KIND SPONSORSHIPS

- Catering
- Printing
- Photography
- Videography
- Gift Items
- SWAG, and more

NAMED SPONSORSHIPS

- Live Stream
- Student Expo
- Interactive Guest Experiences
- Donation Stations, and more

Didn't find what you were looking for?

If you would like to design your own opportunities of partnership and engagement, reach out to lunchbreak@techaccess.org for customized packages.



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KEY INFO

RECOGNITION ACTIVITY TIMELINE

To ensure proper sponsor recognition, please review the following dates of our recognition activities. Early commitments help us include your company in as many luncheon-related materials as possible.

SPONSORSHIP BENEFIT	COMMITMENT DEADLINE
Listed on Save the Date	December 15th, 2021
Logo on Landing Page, Home Page, Registration Page, and Invitation	January 10th, 2022
Mentioned as sponsor during video	February 10th, 2022
Logo listed in video credits	March 1st, 2022

STAY IN THE KNOW.

Keep track of your company sponsorship benefits by following us online and joining our email list.

SOCIAL

@STEMbyTAF

WEB

techaccess.org

CONTACT

To sponsor the TAF Varsity Luncheon 2022, or to learn more about sponsorship opportunities, contact lunchbreak@techaccess.org.

Or, reach the following departments directly:

Corporate Sponsorship
Tyrone Cunningham, tyronec@techaccess.org

Marketing, Communications, & PR
Marketing@techaccess.org

EMPLOYEE MATCHING

Does your company offer employee matching for qualifying donations? To double the impact you and other employees can make, encourage your guests to submit their donations for matching!

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