



# OVERVIEW

## ABOUT TAF

Technology Access Foundation (TAF) is a Seattle-based nonprofit leader redefining K-12 public education in Washington State and beyond. TAF works with public school districts, universities, and community partners to improve learning opportunities and academic achievement for students of color.

Through the lens of equity and by using STEM as a tool for social change, our 360-degree approach to public education unravels systemic oppression and makes education a place where everyone wins.

TAF builds equitable classroom environments for students using project-based learning and STEM integration. We provide BIPOC educators, leaders, and white leaders in education with tools and resources to sustain inclusive and equitable schools and increase retention rates. TAF also offers professional development resources for education professionals that are rooted in equity.

## BUILDING TOGETHER

Every student carries unlimited potential within them. Yet public schools still uphold oppressive structures that stifle our students and educators, particularly those of color. We need to rebuild these systems to serve the whole population, but what does it take to overhaul education? A commitment to equity as the foundation, followed by a framework of student-centered learning models, all housed within a structure that sustains a diverse education workforce to bring it all together. TAF reshapes the education landscape through programs that support each of these areas, creating safe learning environments for students through STEM integration and future-focused college and career readiness opportunities.

Become a Varsity Luncheon sponsor to lay the groundwork necessary to redefine the public education system piece by piece. Rebuilding takes intention, time, and partnerships. Join us in person at the 2023 TAF Varsity Luncheon and let's come together to rebuild public education.

## IMPACT IN 2022-2023

**28,415**

*Students impacted by TAF programs across Washington State!*

**34**

*School districts in Washington State have at least one TAF program educator.*

**100%**

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

## DID YOU KNOW?

- 91% of all students and 94% of BIPOC students in the US attend public school.
  - TAF improves public school. After 3 years as a TAF Transformed school, 65% more Roosevelt elementary students felt their school was a safe space.
- Students of color make up almost half of public-school students (47%), while only 19% of teachers are of color.
  - TAF diversifies the workforce. Our Martinez Fellowship supports over 300 BIPOC educators throughout Washington.

## EVENT DETAILS

Wednesday, March 15th, 2023

11:00am – 1:00pm (PDT)

Amazon Meeting Center in Seattle

**Suggested Donation: \$250**

**Interested in sponsoring? »**

Contact Tyrone Cunningham at [tyronec@techaccess.org](mailto:tyronec@techaccess.org)

# EVENT SPONSORSHIP

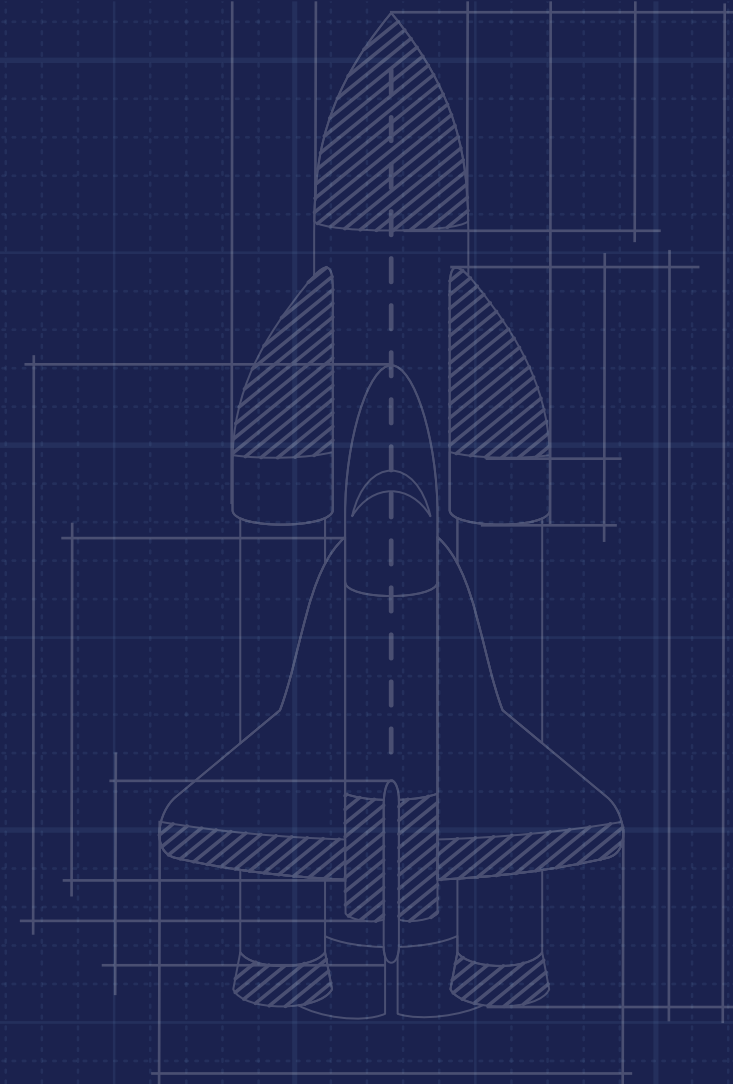
## TAKE ACTION NOW – REBUILDING TODAY FOR A MORE EQUITABLE TOMMORROW

Today, TAF alumni are successful professionals impacting everything from commercial travel to environmental research. Our educators continue to grow into administrative leadership roles, inspiring systemic change in districts. Your sponsorship is an investment in tomorrow's STEM leaders. By giving today, you will help expand our program work to rebuild education and create a sustainable, equitable, local pipeline of qualified future changemakers.

## 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 provides students constant STEM field exposure, while also advancing your company's brand visibility and alignment with equitable STEM opportunities for communities of color.

There are 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. By becoming a sponsor, you'll be providing employees with the opportunity to engage with a cause that's meaningful to them, while driving real impact.



### Interested in sponsoring? »

Contact Tyrone Cunningham,  
Development Officer – Corporate Relations  
at [tyronec@techaccess.org](mailto:tyronec@techaccess.org)

# REACH

TAF Varsity Luncheon is attended by Seattle's most influential leaders across multiple sectors, drawing around 450 industry professionals, philanthropists, policy makers, and elected officials, all of whom stand in support of equitable STEM education. TAF's reach also extends beyond Luncheon attendees, people across the country are following TAF's impact including...

## NOTABLE ADVOCATES

### LATASHA GILLESPIE

*Head of Global Diversity and Inclusion at Amazon Studios*

### SHIZA SHAHID

*Founder and CEO of the Malala Fund*

### 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*

### MAGIC JOHNSON

*Former NBA Player for the LA Lakers*

### CHRISTINE GREGOIRE

*Former Governor of Washington State*

## NOTABLE FEATURES

TED.com: How schools can nurture every student's genius – **Trish Millines Dziko**

Puget Sound Business Journal, 40 Under 40 – **Essence Russ**

### ONLINE

**9,500+**

Email Subscribers

**8,400+**

Social Media  
Community

### EVENT

**450**

In Person Attendees

**63**

Organizations  
Represented

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Corporate Relations at [tyronec@techaccess.org](mailto:tyronec@techaccess.org)



# SPONSORSHIP PACKAGES

	CHANGE MAKER \$30,000+	ACTIVIST \$20,000+	ADVOCATE \$10,000+	SUPPORTER \$5,000+
<b>DIGITAL</b>				
Your company on TAF Varsity luncheon landing page	Large Logo	Medium Logo	Small Logo	Name Listed
Your company on luncheon registration page	Linked Logo	Linked Logo	Logo	Name Listed
Sponsorship acknowledgement on social media to 8,400+ followers	✓	✓	✓	✓
Your linked logo included in event emails to 9,500+ recipients	✓	✓	✓	✓
Your logo on the event banner on our website's homepage	✓	-	-	-
Feature highlighting sponsorship in post-event recap	✓	✓	✓	✓
Logo shown in promotional video	✓	-	-	-
<b>PRINT</b>				
Your company on event invitations/mail	Large Logo	Medium Logo	Small Logo	Name Listed
Your company listed as sponsor in the luncheon program	Large Logo	Medium Logo	Small Logo	Name Listed
<b>ON-SITE</b>				
Your logo appears on Varsity Luncheon event staff T-shirt	✓	✓	✓	✓
Your logo Step + Repeat photo booth	✓	✓	-	-
Verbal recognition at Varsity Luncheon	✓	✓	✓	✓
Your logo to appear on event screens before formal program	✓	✓	✓	✓
VIP Sponsor Seating (optional)*	6	6	4	2

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# OTHER OPPORTUNITIES

In addition to traditional sponsorship packages, we offer flexibility when it comes to supporting the TAF Varsity Luncheon. **Here are other ways you can support the event:**

## **“INNOVATOR” COMMUNITY PARTNERSHIP (\$1,000-\$5,000)**

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

- A listing as a Community Partner in the Luncheon program
- A listing on the Luncheon landing page

## **IN-KIND SPONSORSHIPS**

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

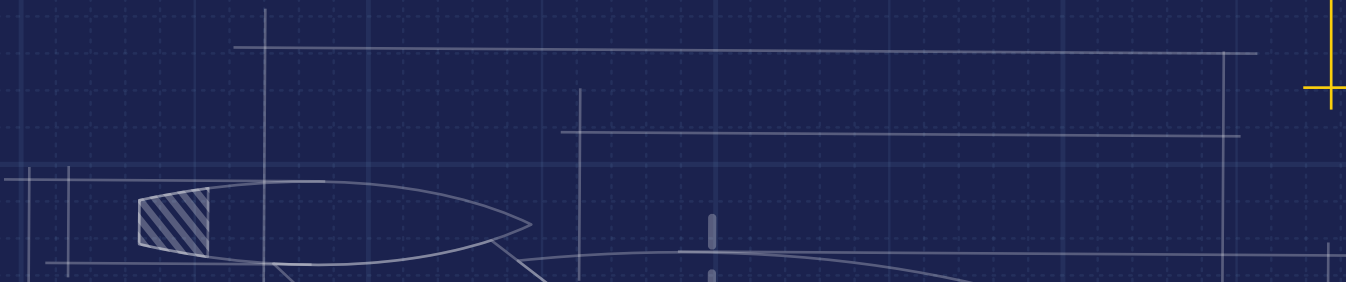
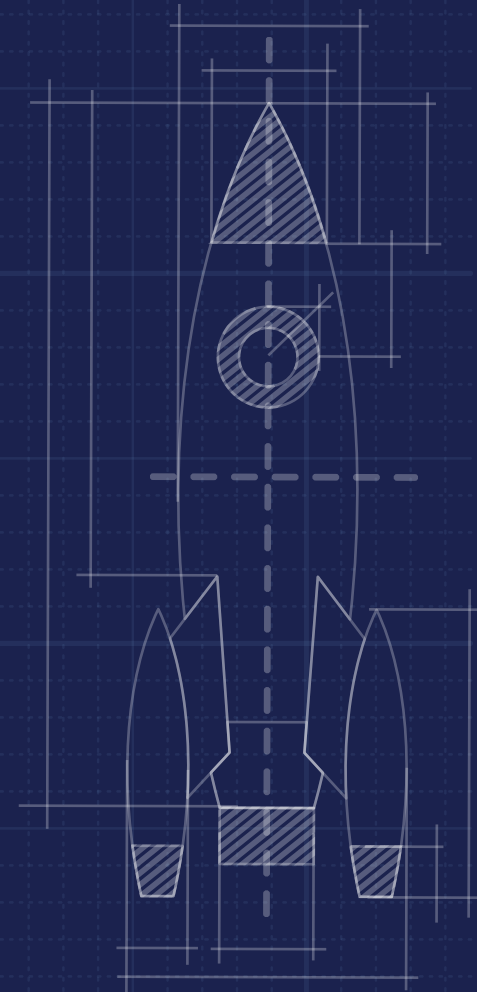
## **NAMED SPONSORSHIPS**

- 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 [luncheon@techaccess.org](mailto:luncheon@techaccess.org) for customized packages.

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Relations at [tyronec@techaccess.org](mailto:tyronec@techaccess.org)



# KEY INFO

## RECOGNITION ACTIVITY TIMELINE

To ensure proper sponsor recognition, please review the following dates of activities. Early commitments ensure your company is included in as many Luncheon-related materials as possible.

SPONSORSHIP BENEFIT	COMMITMENT DEADLINE
Logo on Event Invitation	December 9th, 2022
Logo on Landing Page, Home Page, Registration Page	January 4th, 2023
Event T-shirts, Step + Repeat	February 17th, 2023
VIP Seating Registration	February 24th, 2023
Event Program, Screen Displays	March 1, 2023

## EMPLOYEE MATCHING

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

## VIP SPONSOR SEATING

Plan on attending the TAF Varsity Luncheon in person? Please be sure to register your company guests by February 24, 2023 to ensure availability and secure your seats!

**Make the most out of your VIP seats with these tips for recruiting TAF advocates at your table:**

- **Select members of your company who are passionate** about education, social justice, equity, and/or STEM.
- **Identify people who would be compelled to give \$250 or more** (the suggested minimum donation) to help us reach our goal and impact more students. Donations can be made all at once or over the span of 12-months through our monthly giving program.
- **Set a guest RSVP deadline.** We'll make sure to keep you updated on registration information and timelines in lead up to the VIP registration deadline.

# CONTACT

To learn more about TAF Varsity Luncheon 2023 sponsorship opportunities, contact Tyrone Cunningham, [tyronec@techaccess.org](mailto:tyronec@techaccess.org) or call 206.725.9095 ext. 122

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**FOLLOW US ONLINE @STEMbyTAF**