



February 8, 2010

***Dear Potential Sponsor:***

***Your and your company are*** invited to participate in the **2011 Austin Black Family Technology Awareness Day**. This exciting event engages technologically disadvantaged students and their families by educating them on the modern marvels of today's technology. Our mission is to ignite the imaginations and inspire bright young students to pursue technology-based careers. Visit our web site at [www.austinblackfamilytechday.org](http://www.austinblackfamilytechday.org) .

In spite of all the attention on the *Digital (Technology) Divide*, the gap continues to widen and has reached crisis levels. As co-citizens of *Corporate America*, we know you are aware that the ability to use modern technology is critical to the success of *all* members of tomorrow's workforce. Statistics indicate that fewer minority and female students are pursuing STEM (Science, Technology, Engineering and Mathematics) classes than their peers. We seek to reverse this trend. For the United States to remain globally competitive, *Corporate America* must develop a home grown, technologically savvy workforce for future generations. Your company will benefit by inspiring students to take more STEM classes and follow our lead into successful technology-based careers.

The **Austin Black Family Technology Awareness Day** program is the local kickoff event for National Black Family Technology Awareness Week (see <http://www.blackfamilynet.net/>). During the program's eight year history, hundreds of disadvantaged youths (families) have attended our local event. Our goal this year is to increase the scope, interest and impact of this event and to touch the lives of even more disadvantaged families underserved by today's technologies.

To achieve our goal, ***we need your support!***

**We ask you to consider some of the opportunities for partnership:**

- Provide employee support
  - Designate one or two representatives to serve on event planning committee.
  - Send your employees to event to talk to event attendees.
  - Send your technical experts to serve as members on the discussion panels to answer event attendees' questions concerning your technological contributions and areas of expertise.
- Donate your products as prizes to be given away during the hourly raffle drawings.
- Setup up a booth to showcase your new technologies and technological innovations.
- Participate in educational and experiential learning activities through a workshop of your choice.
- Most importantly, ***we need your financial support.*** ***To participate as a partner in Austin Black Family Technology Awareness Day requires a minimum sponsorship of \$500.***

Producing this event requires substantial time and costs. No one associated with the program receives a salary or any other financial compensation. As volunteers, we are motivated purely by our love and dedication to our community and the intense need for programs such as this. Our inspiration comes from seeing the happy faces of the young lives we are fortunate enough to touch. By participating, I'm sure you will be similarly motivated and inspired. Please consider joining us as a partner for the 2011 event. With your support, we can make a difference!

Sincerely,

Co-Chairs, Austin Black Family Technology Awareness Program Planning Committee

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Enclosures



# FACT SHEET

**What:** Black Family Technology Awareness Day in Austin, Texas.

**Why:** Educate and empower technologically disadvantaged.

**Who:** Sponsored by Austin Alpha Foundation & leading technology companies and technology volunteers in Austin area.

**When:** Sunday, February 20, **2011**, 1:00 – 5:00 pm

**Target Audience:** Financially and technologically disadvantaged members of the Austin and surrounding communities. Free and open to all.

**Past Sponsors:** DELL; IBM; Grande Communications; Freescale; HEB; Samsung; Cisco; 3M; University of Texas at Austin; UT's Texas Advanced Computing Center; IC\*\*2; Amplify Credit Union; Austin Alpha Foundation; KDE PR Boutique, LLC; Austin Area Urban League; Huston-Tillotson University; Austin Community College; Career Communication; and many others...

## FEATURING

- Experiential booths and exhibits showcasing the latest technologies. Hands-on learning opportunities for students and their families in a booth setting staffed by employee volunteers of sponsoring companies.
- Workshops demonstrating and/or showcasing new scientific, engineering, and commercial technological advances.
- Educational panels on a variety of topics with presentations by company experts.
- Free giveaways every hour of new technologies including brand new out-of-the-box Dell Personal Computers.
- Free admission and fun for the whole family!

PHOTOS OF PAST TECHNOLOGY DAYS  
AUSTIN BLACK FAMILY TECHNOLOGY AWARENESS  
DAY



*“I am grateful for being able to attend”  
“I love this event!! My family and I attend every year. Thank you and everyone involved in putting this together.”  
“Great opportunity to expose our children to modern technology and the information available to them.”*

# Austin Black Family Technology Awareness Day

## Sponsorship Levels

- Platinum Level: \$2,500**  
Company's banner at the event. Company's name/logo on advertisements, flyers, programs, chance cards and promotional items. Seat on the program committee board of directors.
- Gold Level: \$1,000**  
Company's banner at the event. Company's name/logo on advertisements, flyers, and programs. Invited seat on program committee board of directors..
- Silver Level: \$750**  
Company's name/logo on flyers and programs.
- Bronze Level: \$500**  
Company's name on program.  
***Minimum company cash participation level.***
- Friends of the ABFTA Program:** \$(Donations of any amount are gratefully accepted)
- Contact us regarding 'In Kind' sponsorship opportunities.**

## Sponsor Information

Name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_  
Street Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ ZC: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_ Phone#: \_\_\_\_\_ Fax#: \_\_\_\_\_  
Contact Mailing Addr: \_\_\_\_\_ Mail Drop/Dept: \_\_\_\_\_  
Name as you wish to be recognized \_\_\_\_\_

If donating by credit card, please circle one: MasterCard, VISA  
Number \_\_\_\_\_ Exp Date (MM/YY) \_\_\_\_\_  
Card Holder Name: \_\_\_\_\_

If donating by check: \_\_\_Payment enclosed. \_\_\_ Payment will be sent under separate cover.  
Make checks and money orders payable to: **Austin Alpha Foundation (ABFTA Program)**

Please return completed form and payment by Dec. 10, 2010 to  
Austin Alpha Foundation  
Austin Black Family Tech Day  
2111 Chicon Street, Austin, Texas 78722

**Austin Alpha Foundation is a 501(c)(3) organization.  
Donations are fully tax deductible.**

**For more information, please contact**  
**Leroy Jones at (512) 970.8066 -- [jones4jc@gmail.com](mailto:jones4jc@gmail.com) , or**  
**Sam Robertson (512) 293.0903 -- [srob@austin.rr.com](mailto:srob@austin.rr.com) or**  
**Visit the website: [www.austinblackfamilytechday.org](http://www.austinblackfamilytechday.org)**

