

TECHL
SHIFT

SPONSORSHIP KIT

FY 2024



About TechShift Alliance



We are an alliance of students building a fairer technological future.

Founded in 2017, TechShift supports university student organizations and young professionals leading initiatives at the intersection of technology and social impact by providing mentoring, resources, and funding made possible by our alliance of 35 member organizations across 3 continents.

TechShift began as an experiment in 2014 at Stanford University and by 2017 had expanded to Brown University. Thus, an inter-organizational alliance began to form. Since its formation, the Alliance has continued to grow with the aim of empowering students at every college and university to shift technology's unfolding narrative to one that equitably serves all people in it.

Mission and Vision

We believe technology is not neutral. It is transforming the world we live in at a breakneck pace and the next generation will feel its impact. There is a lot at stake. We believe that with the right support, training, and resources, young people can use the power of technology to create a fairer and more just society.



Mission

We empower students to shift technology's role toward bettering society and equitably serving all people in it by supporting student groups to organize initiatives in their communities; and by building a powerful alliance that shares in our vision of a fairer, more just technological future.

Vision

We envision a more fair and just technological future for all.



Our Work

TechShift is proud to say that we have built a network of more than 300 Member Organizations comprised of more than 2,500 university students across the world. Since our inception, we've hosted more than 300 events that bring together partners and University students to share ideas, collaborate on new initiatives and generate awareness of Tech for Good.

PARTNER EVENTS

Co-Hosted online and in-person speaking events with sponsors and industry partners.

CAREER FAIRS

Virtual and in-person career fairs that engage corporate sponsors and university students.



Ongoing Initiatives

- Annual Summit that brings together leaders of member orgs.
- Community Events that support local initiatives.
- Microgrants Program that enables Member Organizations to create impact.

Our Student Network



2024 Focuses

To further our global footprint and impact, we are focusing 2023 initiatives across three key areas:



ENHANCE MEMBER INFRASTRUCTURE

To provide better support and facilitate greater connection between member organizations and partners, we will be strengthening our technology and organizational infrastructure across technology and personnel.



INCREASE MEMBERSHIP ACROSS HBCUs

We will expand the reach of TechShift Alliance member programming to more underrepresented universities and communities to further engage diverse voices to better the industry.



ENHANCE MEMBER ORGANIZATION PROGRAMMING

Alongside our sponsors and partners, we will look to curate more impactful programming with partners through TechShift Alliance member engagement initiatives across career fairs, annual programming and content offerings.

We believe our 2023 Focuses are an opportunity for member organizations to facilitate deeper engagement with their members, as well as for TechShift Alliance at large to better connect our members with opportunities to further their growth and career development, including partner content and tools. Our goals will be to:

- Increase member organization engagement with member and Sponsor programming.
- Increase program opportunities for current members and alumni with an organized network.
- Expand TechShift Alliance's member network to new communities globally with a focus on MSIs and HBCUs schools.

To achieve our goals, we've identified partners in the industry who share our vision and commitment to a better future and have designed flexible sponsorship opportunities to meet a range of budgets. We invite you to review the sponsorship opportunities on the following pages and appreciate your consideration in supporting our mission.

2024 Sponsor & Partner Opportunities

We have outlined our support opportunities in two categories: Sponsorship & Partner. We invite you to review the below opportunities and appreciate your consideration in supporting our mission.

SPONSORSHIPS

Our Sponsorships are tailored to provide Sponsors the opportunity to both support member organization initiatives and engage with our member network directly through events, programming, and content.

	BRONZE \$5,000	SILVER \$10,000	GOLD \$25,000
Number of Events	1 Annual	2 Annual (1/Semester)	3 Annual
Channel Promotion	1x Bi-Monthly, 1 Channels	1x Bi-Monthly, 3 Channels	1x Monthly, All Channels
Monthly Newsletter Mentions	1x	3x	6x
TS Website	Website Listing on Partners Page (Name Only)	Logo listing on Partners Page only	Partners Page Logo & Homepage Highlight within 75% scroll
Curated Content on Portal	None	None	1 Annual

2024 Sponsor & Partner Opportunities

We have outlined our support opportunities in two categories: Sponsorship & Partner. We invite you to review the below opportunities and appreciate your consideration in supporting our mission.

PARTNERSHIPS

Our Partnerships are tailored to provide Partners the ability to contribute to our growth and impact as we curate value for our members. Please inquire about the below to tailor your package.

MEMBER ORG (\$1,800)

Member Org Partners directly contribute to our member tools and programming.

COMMS (\$2,000)

Communications Partners directly support our marketing and promotions for member programming.

CONTENT (\$500)

Content Partners directly support our content development for events and educational content.

Newsletter Inclusion

Bi-monthly logo inclusion in Newsletter footer

Website Listing

Text listing on website Partners Page

Member Portal

Thank You mention on all member portal content

Social Media

1 post on social media channels (IG, TW, FB)

For Inquiries, please visit
our website or contact us.



Sponsorship Inquiries

Ciara Ungar
Interim President
ciara@techshift.org

General Inquiries

www.techshift.org
team@techshift.org

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