



THE RESILIENCE CHALLENGE

21ST CENTURY
RELEVANCE

SOCIAL IMPACT

EQUAL ACCESS TO
OPPORTUNITY

PERSONALIZED
LEARNING

The Resilience Challenge is a social impact game for people ages 13-20.

“

We inherit the future we inspire today. Do we want helpless handwringing when hard problems emerge, or do we want impassioned leaders to stand up and take action? Social entrepreneurship is not an extra -- it is an essential.

- Vicki Davis

Part bootcamp, part competition, this 10-week program empowers passionate young changemakers to amplify their potential by developing new skills in design thinking, technology and entrepreneurship... no matter their socioeconomic status. Join us to help build a rabbit hole into a world where everyone has equal opportunity to learn, practice and profit from the most relevant skills for tomorrow's economy, starting right here in San Francisco.

Sponsor today to increase access to 21st century learning in the Bay Area.

SPONSORSHIP LEVELS AND BENEFITS

BENEFITS AT EACH LEVEL OF SPONSORSHIP

Listed as Presenting Sponsor on all advertising
Mentioned in all available media coverage
Recognition in official recap video & all press releases
Logo on official Resilience Challenge t-shirts
Judge seat + 2 tickets to Final Pitch Event
Onsite placement of sponsor advertisement* at Kickoff or Final event
Access to an advanced media kit with professional photos & video
Include swag* in the Team Starter Kit
Recognition on sponsor boards at Kickoff and Closing events
Number of game elements linked to sponsor's product
Recognition and link on ResilienceChallenge.com

PRESENTING \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000	PRIZE SPONSOR	PARTNER
●					
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10	5	2	1	1	
●	●	●	●	●	●

a variety of benefits available based on partnership details

*Provided by sponsor

TARGETED IMPRESSIONS

BAY AREA TEENS, PARENTS & EDUCATORS

TARGET AUDIENCE:

- 500 high school students from across the Bay Area
- Bay Area parents & educators
- Tech & Creative industry volunteers
- Social entrepreneurs and city representatives

CAMPAIGN

From traditional print & digital media to playful guerilla marketing, our marketing campaign is coordinating outreach through hundreds of organizations and experts.

ONLY THE BEGINNING

Our mission is to build a framework that can be **replicated in cities around the world**, training **thousands of new social entrepreneurs** in each instance of the game.

GOAL:

\$50k

by December 15, 2015

provides **200 need-based scholarships** to Bay Area youth

44% of low-income families can't afford extracurriculars for their children, but few schools offer adequate 21st century learning opportunities.

BENEFIT DETAILS

CUSTOM GAME COMPONENTS

Highlight your company's education opportunities with custom game Tasks.



Participants Explore

Participants explore a database of game Tasks and pick their favorites to pursue.

Report

Participants snap photos to prove they've completed tasks and share them to earn points.

Win

Participants win prizes by earning points and being the first to reach various milestones in the game.



Matthew Straub
@matthewmagellan

Made this at Makerspace Open Studio
@SFPublicLibrary #MadeAtTheMix @trcHQ Task
#B3mkspc



Congrats, @matthewmagellan. You're the first to earn 10 Builder points. You've won a free microelectronics training!



THE KICKOFF PARTY

The official Challenge opening... an evening of music, art, making, and teambuilding for 500 youth.



FINAL PITCH NIGHT

Join participants and local experts as teams exhibit and pitch their ideas.



THE STARTER KIT

Every team receives a kit that includes game materials, a rulebook and swag at the start of the Challenge.



ADVANCED MEDIA KIT

Gigabytes of high quality media will make it easy for you to tell the story of your involvement with TRC.



RECAP VIDEO

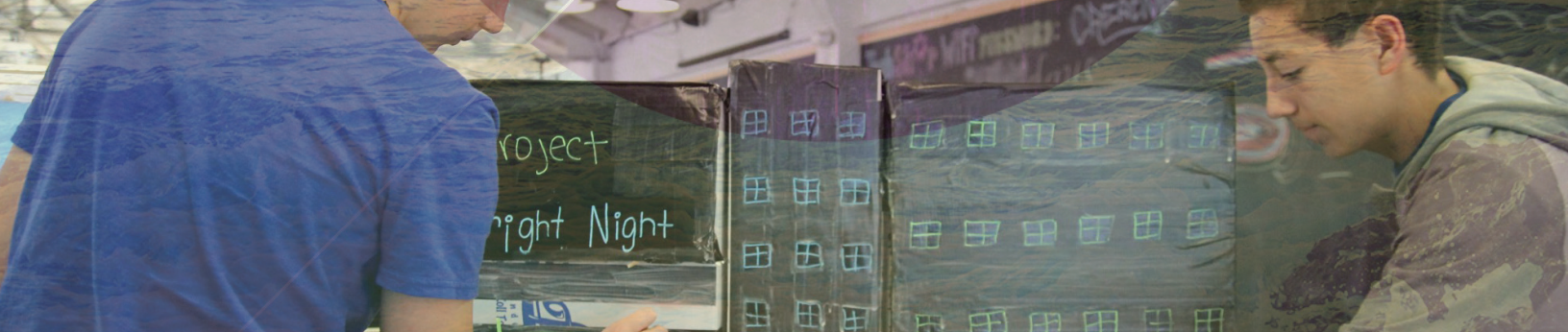
A videographer will capture the story of the Challenge, start to end. You'll receive the finished 3-min video this fall.



TRACK RECORD

The leaders and advisors behind The Resilience Challenge have over twenty years of combined experience in STEM education and experiential learning. Their work has been utilized by thousands of educators in more than 70 countries around the world and featured in Forbes, Make, the Games Learning and Society Conference, Maker Faire, 4.0 Schools, Singularity Labs, Fablearn, SXSWedu, and more.





PRESENTING SPONSOR

\$50,000

- Listed as Presenting Sponsor on **all advertising**
- Mentioned in **all available media coverage**
- **10 custom game elements** linked to sponsor
- Judge seat + 2 tickets to Final Pitch Event
- Recognition in official recap video & all press releases
- Name or logo included on the official t-shirt
- Onsite placement of sponsor advertisement* at events
- Access to an advanced media kit with professional photography and video captured throughout the summer.
- Include swag* in the Team Starter Kit
- Recognition on sponsor boards at Kickoff and Closing events
- Recognition and link on ResilienceChallenge.com

GOLD SPONSOR

\$25,000

- **5 custom game elements** linked to sponsor
- Judge seat + 2 tickets to Final Pitch Event
- Recognition in official recap video & all press releases
- Name or logo included on the official t-shirt
- Onsite placement of sponsor advertisement* at events
- Access to an advanced media kit with professional photography and video captured throughout the summer.
- Include swag* in the Team Starter Kit
- Recognition on sponsor boards at Kickoff and Closing events
- Recognition and link on ResilienceChallenge.com

SILVER SPONSOR

\$10,000

- **2 custom game elements** linked to sponsor
- Access to an advanced media kit with professional photography and video captured throughout the summer.
- Include swag* in the Team Starter Kit
- Recognition on sponsor boards at Kickoff and Closing events
- Recognition and link on ResilienceChallenge.com

BRONZE SPONSOR

\$5,000

- **1 custom game element** linked to sponsor
- Include swag* in the Team Starter Kit
- Recognition on sponsor boards at Kickoff and Closing events
- Recognition and link on ResilienceChallenge.com

OTHER OPPORTUNITIES TO GET INVOLVED

PRIZE SPONSOR

IN-KIND CONTRIBUTION OF A PRIZE

- **1 custom game element** linked to your prize
- Recognition and link on ResilienceChallenge.com

MEDIA PARTNER

Share the story of The Resilience Challenge through exclusive access to the teams throughout the summer.

COMMUNITY PARTNER

Raise awareness about the Challenge by distributing marketing materials and recruiting a Resilience Challenge team to represent your school or organization.

RESEARCH PARTNER

Help our team optimize user research, metrics, assessments, and overall program design.

SPONSOR NOW

libby@resiliencechallenge.com