

5161 San Felipe Street
Suite 320-1070
Houston, TX 77056
Phone: 832.303.0107
Web: dannykaycloud.com

Dear Future Sponsor:

On January 17th, my company Danny Kay Cloud, in partnership with local non-profit WHYS Girls (Women Helping Youth Succeed), will host Houston's first Tech in Color event, *Tech Me to the Movies*. Approximately 40 young women ages 13-18 will participate in a private showing of the movie *Hidden Figures*, the incredible untold story of three "brilliant African-American women working at NASA, who served as the brains behind one of the greatest operations in history."

I am truly excited to host this event with WHYS Girls, an organization whose purpose is to help young ladies enter the world equipped with the skills needed to lead and succeed. As a woman of color with a company in tech, I know firsthand the immeasurable benefits of mentorship, exceptional training, and being surrounded by likeminded peers, each guided most importantly by the knowledge that someone who looks like you is successful in the field.

"Tech in Color" exists to expose young women of color to the field of technology as well as a diverse group of women active in the industry. Given the purpose of "Tech in Color", I couldn't think of a better moment to launch this as our first event!

To attend the event, applicants will submit a video answering one of two "Why Tech?" questions. Selected participants will dine as they view the film at the iconic iPic Theater in Houston's new River Oaks District development and will also participate in a Q&A with a panel of entrepreneurs, developers, and other women who have had great success in the field of technology. The best part is that engagement with these young ladies does not end with this event! Over the next several months we'll continue working with this group by hosting on-site events where they can learn tech skills using one of the most widely recognized technology platforms: Salesforce.com's Trailhead learning path. Upon completing certain training milestones, our techies will have the opportunity to **earn** their own netbooks so they have the tools they need to continue their education in the field.

As someone committed to providing opportunities to help young women succeed especially in the field of technology, I'd like to invite you to join me in becoming a sponsor for *Tech in Color: Tech Me to the Movies*. As a sponsor, your tax-deductible contribution will help underwrite the experience, future on-site learning sessions and the netbooks whilst declaring a message of investment in the success of our young ladies.

When children stand on the shoulders of giants, what they see is a bright world of possibility ahead of them. I do hope you'll join WHYS Girls and my team in supporting Houston's future women of color in technology!

You will find the sponsoring tiers attached. As our event is rapidly approaching, please respond by **December 27, 2016**.

Sincerely with Great Expectations,



Krystal D. Carter
Owner, Danny Kay Cloud
kdcarter@dannykaycloud.com



**TECH ME TO THE
MOVIES**

HOST COMMITTEE

—————
KRYSTAL ASHADE
KRYSTAL D. CARTER
AISHA CRUMBINE
MEAGAN DIEGELMAN
KARISSA LITTLEJOHN
KHARIMA RICHARDS
WENDY WILSON-WILLS

SPONSORSHIP TIERS

THE KATHERINE JOHNSON (1) - \$4,500

The Underwriting sponsor, along with the event host committee, will be responsible for selecting 30 attendees from video submissions for this event.

THE DOROTHY VAUGHN (2) - \$1,000

Max of 2 sponsors at this level

All of the benefits of The Mary Johnson +
Brand Visibility

- One will have their logo on the takeaway signature *mocktail* glass
- One will have their logo on the takeaway blanket

Logo 2nd billed on all Event Materials

THE MARY JOHNSON (6) - \$500

Max of 6 sponsors at this level

All of the benefits of The Space Task Group+

Select 1 Attendee each

Logo on all Event Materials

Logo on website with distinction as Gold Sponsor

Logo on Screen before the movie during intro/welcome

Logo on Event Website and t-shirt

Social Media Thank You

THE SPACE TASK GROUP (UNLIMITED) - \$250

Name printed on Screen before the movie during the intro/welcome, event website, and t-shirt

*Anyone making an in-kind donation will be recognized at this level

SPONSORSHIP TO COVER COST OF EVENT +

- Special prizes for video winners
- NetBooks for follow-up Trailhead4All events -- we want to ensure that limited access to computers does not keep girls who are interested in tech from being able to engage!
- Keeping the girls connected through the course of the year
- The first participant to complete all of Salesforce's Trailhead badges by August 31st will **earn** a trip to Dreamforce and a MacBook for her to continue to hone her skills in technology
- All contributions in excess of what's listed above will be direct donations to WHYS Girls
- Contributions are tax deductible as WHYS Girls is a 501c3 organization

We ask that you kindly confirm and complete sponsorship commitment by **December 27th**.

Make your check payable to **WHYS Girls**, or complete the sponsorship process online at www.dannykaycloud.com/events/techmetothemovies.



SPONSORSHIP COMMITMENT

CONTACT INFORMATION

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____

Please print the name of your company as you would like it to appear on printed materials:

I WOULD LIKE TO PARTICIPATE AT THE FOLLOWING LEVEL:

- | | | | |
|---|------------------------|----------------------------------|----------------------|
| <input checked="" type="checkbox"/> \$4,500 | The Katherine Johnson* | <input type="checkbox"/> \$500 | The Mary Johnson* |
| <input checked="" type="checkbox"/> \$1,000 | The Dorothy Vaughn* | <input type="checkbox"/> \$250 | The Space Task Group |
| <input type="checkbox"/> \$_____ | Friends of the mission | <input type="checkbox"/> In-Kind | |

*Limited sponsorship available
 Not Available

PAYMENT OPTIONS:

- Check enclosed payable to **WHYS Girls**
- Charge \$_____ on the following credit card: Amex MC Visa Discover
- Name on Card: _____ Credit Card #: _____
Expiration Date: _____ CVV Code: _____

Cardholder Signature: _____

Please return completed form to info@whysgirls.com or mail to the following address by **December 27th**. For those sponsoring at the Dorothy Vaughn or the Mary Johnson level, please email your hi-res logo file in addition to this form.

Danny Kay Cloud
ATTN: Tech Me to the Movies
5161 San Felipe Street
Suite 320-1070
Houston, TX 77056

