

TITANS  
*of* TECH

# I Am Brooklyn Tech

INSPIRING | CREATIVE | UNIQUE | INNOVATIVE

A virtual celebration benefitting the Brooklyn Tech Alumni Foundation

January 27, 2020

6:00 pm—Specialized Think Tanks Broadcast

7:00 pm—Virtual Celebration

JOIN THE CONVERSATION!

@bthsalumni #IAmBrooklynTech

To make a donation, text **InvestInTech** to **76278**

# I Am Brooklyn Tech

INSPIRING | CREATIVE | UNIQUE | INNOVATIVE

## SPECIALIZED THINK TANKS

6:00 pm to 6:45 pm

Individual Pass: \$250

Party Pass for 5 people: \$1,000

One-of-a-kind Specialized Think Tanks are part of the Pre-Broadcast, provided at a premium. These deep dives into cutting-edge topics will spotlight Tech leadership, encompassing all ages and cultural backgrounds.

These riveting discussions about implementing cutting-edge technology will feature hosts and panelists who are outstanding leaders in their respective fields.

Get to know Tech alums in this most unique way.  
(Optional: Viewable only with a link and a password)

6:45 pm

Grab a drink and a nibble and get ready for the broadcast.

## VIRTUAL CELEBRATION

7:00 pm

FREE Virtual Celebration

**I Am Brooklyn Tech:**  
**Inspiring, Unique, Creative, Innovative**

### Titans of Tech Presents

Join us for a 45-minute online-only celebration with musical and comic entertainment, acclaimed anchors, surprise celebrity appearances, and fascinating profiles and shout-outs to celebrate Brooklyn Tech.

Meet our Titans, students, faculty and alumni community. These are the stories that make New York City – and Tech – great.

Sign up, receive a link and tune in. It's that easy!

See you online!

The **“I AM BROOKLYN TECH: Inspiring, Unique, Creative, Innovative”** Virtual Celebration will raise critically needed funds for the Brooklyn Tech Alumni Foundation, which is dedicated to supporting Brooklyn Tech High School, the nation’s largest and pre-eminent school for science, technology, engineering & mathematics (STEM), by harnessing the intellectual and financial power of Tech alumni and others who recognize outstanding educational achievement. Funds will help close the gap created by our recent challenging times and uphold Tech’s level of educational excellence.

## GENERAL SUPPORT

The Virtual Celebration will be viewed by a broad range of donors, friends and alumni of Brooklyn Tech, spanning from the East Coast to the West Coast and globally. It will be an opportunity to reconnect with old friends and make new acquaintances.

The Virtual Celebration is free, but contributions at all levels are welcome and encouraged. All donors will receive an invitation to join the Virtual Celebration and will receive recognition during it according to their donation level.

## SPECIALIZED THINK TANKS

Specialized Think Tanks will feature Leaders in various STEM fields and other interest areas. They will be broadcast 45 minutes prior to the Virtual Broadcast, with a 15-minute intermission.

**Deadline for all THINK TANK Donors is January 8, 2021.**

### ■ THINK TANK PARTY PASS \$1,000

- A pass for 5 people to join any of the Specialized Think Tank live broadcasts of your choice. Also includes Passport Passes to recording of all the Think Tanks.

### ■ THINK TANK PASS \$250

- A pass to a live broadcast of a Specialized Think Tank of your choice. Also includes Passport Pass to recording of all the Think Tanks.

### ■ THINK TANK PASSPORT \$100

- Provides access to a recording of all the THINK TANKS, released within 48 hours following the Broadcast.

## BRANDING OPPORTUNITIES

### ■ BENEFACTOR SPONSOR \$5,000

#### Sponsorship & Branding

- Recognition as a Benefactor during the Broadcast
- Invitation to join Specialized Think Tank and Q&A with a private link to invite up to 8 Guests\*
- Logo Branding on appropriate printed, digital and social media communications
- Virtual Ad with logo

### ■ PARTICIPATING SPONSOR \$3,500

#### Sponsorship & Branding

- Recognition as a Participating Sponsor during Broadcast Credits
- Invitation to join Specialized Think Tank and Q&A with a private link to invite up to 5 Guests\*
- Logo Branding on appropriate printed, digital, and social media communications

### ■ CONTRIBUTION

**YES**, I want to support the 6,000 students of Brooklyn Tech at the following level: .

*\*names and email required*

*Please see next page for Underwriting Opportunities*

## UNDERWRITING OPPORTUNITIES

Help close our fundraising gap so we can support generations to come. Please consider becoming an Underwriter of the Virtual Celebration or consider one of the Branding Opportunities packages. Not-for-profit organizations rely on the support of generous friends who are their backbone and provide the means to ensure that their important work continues. The Brooklyn Tech Alumni Foundation is no exception, and you know this year has been challenging. The Foundation hosts an annual Titans of Tech gala – our largest fundraising effort. This year, we are going virtual to celebrate Brooklyn Tech, our alumni, students, faculty and community, and introduce the world to the impact of Technites!

### UNDERWRITERS BENEFITS

- **Party Watch Together Even Though You Are Apart: Exclusive opportunity to host a private branded virtual room for your guests**
- Underwriters have exclusive benefits and are featured in the Virtual Broadcast
- Underwriters are invited to participate in and host one of the SPECIALIZED THINK TANKS prior to the Virtual Broadcast

### WHO WILL YOU REACH?

Smart, connected, motivated, game changers. The Brooklyn Tech community includes:

- Technite alumni population of over 50,000
- Leaders from political, business and cultural circles
- Global educators
- STEM leadership representation
- Current students, faculty, parents and local community
- Donors

### TITAN VIRTUAL BROADCAST

**\$50,000**

#### Sponsorship & Media Buy

- Branded Virtual Room for 10 people/ Party Watch – Together, but Apart. Socialize with your close friends and enjoy the virtual broadcast in your own private room
- 30-second spot during Broadcast
- Presenting Sponsor Border name or logo around Broadcast frame
- Logo branding and name on appropriate printed, digital and social media communications prior to event and post event
- Verbal acknowledgment during Broadcast and Visual Recognition on Event Home Page in Virtual Broadcast
- Opportunity to participate in a Specialized Think Tank and Q&A as a speaker on a panel
- Private link to invite 36 guests to Specialized Think Tank (names and email required)

### VIRTUAL BROADCAST CO-SPONSOR **\$25,000**

#### Sponsorship & Media Buy

- Branded Virtual Room for 10 people/Party Watch – Together, but Apart. Socialize with your close friends and enjoy the virtual broadcast in your own private room
- 15-second spot during Broadcast
- Co-Sponsor Border recognition of Anchor Desk, including verbal recognition
- Recognition on Event Home Page and featured as a Co-Sponsor in Virtual Broadcast
- Opportunity to participate in a Specialized Think Tank and Q&A as a speaker on a panel
- Branding and name on appropriate printed, digital and social media communications
- Private link to invite 24 guests to Specialized Think Tank

### VIRTUAL BROADCAST PARTICIPATING SPONSOR **\$15,000**

#### Sponsorship & Media Buy

- Branded Virtual Room for 10 people/Party Watch – Together, but Apart – socialize with your close friends and enjoy the virtual broadcast in your own private room
- Recognition as a Participating Sponsor during the Broadcast
- Branding and name on appropriate printed, digital and social media communications
- Private link to invite up to 12 guests to Specialized Think Tank

Virtual celebration is free. We invite everyone to join us, [PLEASE CLICK HERE TO REGISTER](#). To make a donation, text **InvestInTech** to **76278**

## LOGO BRANDING AND VIRTUAL ADVERTISING

### DUE DATE FOR AD SUBMISSIONS

E-Journal closing date is **January 8, 2021**.

### SUBMISSION FORMATS

All art in RGB color mode for use in a 16:9 virtual broadcast of the event.

#### Option #1: Provide Your Ad

Please submit your ad in jpeg or pdf format, 1920 pixels wide by 1081 pixels high, 300 dpi.

#### Option #2: We Create Your Ad

Send jpegs of the graphics (ie, logo and/or photo) that you'd like incorporated into your ad at roughly the size that you would like them used. Small images will look blurry if enlarged significantly. Submit brief text that may include a congratulatory message, company contact info, or a short message.

### DEADLINE

**Please send your ad and logo to [events@carlacapone.com](mailto:events@carlacapone.com) by no later than January 8, 2021**

For latest announcements about the event or to make an online reservation [please click here](#).

## RESERVATIONS

---

NAME

CLASS

---

TITLE

---

COMPANY

---

ADDRESS

---

CITY/STATE/ZIP

---

PHONE

---

EMAIL

---

EVENT CONTACT AND EMAIL

### ONLINE PAYMENTS

- To make an online reservation and payment, please visit [InvestInTech.givesmart.com](http://InvestInTech.givesmart.com) or [click here](#)

### CHECK PAYMENTS

- Please email your completed sponsorship for reservation to [events@carlacapone.com](mailto:events@carlacapone.com) to receive an invoice with payment instruction.

Your contribution is tax deductible as provided by law. All Journal advertisement purchases are fully tax-deductible as a gift to a charitable organization (tax ID#11-2739496).

### DONOR ACKNOWLEDGEMENT

- Acknowledge my donation as follows

- 
- I would like my donation to be anonymous

**For additional information, please contact Carla Capone at 212.213.1166 or e-mail: [events@carlacapone.com](mailto:events@carlacapone.com)**