

URBAN CODE

CODING SOCIAL CHANGE FOR HOUSTON

ABOUT

Presented at Texas Southern University, the Urban Code allows college students the ability to gain experience in working on solutions in a collaborative team environment. The call for Millennials to get off the sidelines continues to increase as the need for social changes become more apparent. The Urban Code will help facilitate this issue by giving Millennials direct access to creating a positive change in their community.

A collective of organizations including the Houston Area Urban League Young Professionals (HAULYP), Houston Area Urban League, 100 Black Men, Collegiate 100, and Fade Media, will host the Urban Code. Urban Code is a series of events using technology to implement social change and solutions in the Houston area. The Urban Code will provide students an introduction to using their skills sets to solve real world challenges. The concept will be implemented into three event phases, Plan, Develop, and Design.

WHAT

The foundation of the Urban Code is a three day hackathon event. A hackathon is an event in which computer programmers and others involved in software development, including graphic designers, interface designers, project managers, and community subject-matter-experts, collaborate intensively on software projects.

EVENT DETAILS

PLAN (February 7, 2017): The Urban Code begins with a think tank in hosted by the Houston Area Urban League Young Professionals. The Plan event will introduce and discuss the issue of Juvenile Justice reform in the Houston community. Attendees will brainstorm on ways to improve this issue using by technology.

DEVELOP (February 17-19, 2017): The top concepts from the Plan event will be presented to an audience of developers, designers, and non-tech professionals. The attendees split into teams and work against a 48-hour window of time on proof of concepts. At the end, all teams present their projects to a panel of industry experts, Houston Area Urban League, Tech Companies, and leaders in the Justice community. The winning concept will now have the opportunity to be implemented to directly improve Juvenile Justice reform in the city of Houston.

DESIGN (April 22, 2017): The final event phase will focus on branding the project that won the hackathon. Inviting the youth to get involved in social change, 15-18 year olds will help design the marketing campaign and website for the winning project. The objective is to introduce careers in tech and design by training them to build a website and design components to help improve their community.

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PARTNERSHIP LEVELS

	KILOBYTE	MEGABYTE	GIGABYTE	TERABYTE	PETABYTE
	\$500	\$1500	\$3000	\$5000	\$8500
GENERAL PERKS					
Sponsor a Meal or Snack	⊙	⊙	⊙	⊙	⊙
Sponsor a Prize		⊙	⊙	⊙	⊙
Logo on Urban Code T-Shirt & SWAG Items			⊙	⊙	⊙
Sponsor Representatives serve as Judge				⊙	⊙
RECRUITING PERKS					
Resume Book of Participants			⊙	⊙	⊙
Booth in Level Up Hiring Lounge				⊙	⊙
COMPANY PERKS					
Logo on Website	⊙	⊙	⊙	⊙	⊙
Distribute SWAG Items	⊙	⊙	⊙	⊙	⊙
Logo on Marketing Materials		⊙	⊙	⊙	⊙
Host a Workshop			⊙	⊙	⊙
Inclusion in Press Release				⊙	⊙
Presentation at the Develop Event				⊙	⊙
Presentation at the Plan Event					⊙

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PARTNERSHIP DETAILS

SPONSOR MEAL OR SNACK: Help us keep the teams charged with energy by sponsoring a meal or snack. The Urban Code provides several opportunities to help feed the teams while they work hard to create new technology. The Urban Code will feature a snack bar with treats, drinks, and coffee for attendees. Sponsor a snack or the whole snack bar with your logo included on the table signage.

SPONSOR A COMPANY PRIZE: Partner with us to reward the top teams from the hackathon. Teams are able to win prizes for various categories including most innovative and best design. Companies that sponsor a prize will be able to provide their input in that category to the judges to pick the winning team.

LEVEL UP LOUNGE: Participate in the Level Up Hiring Lounge and recruit your next high powered employee. Our hiring lounge will provide attendees and general public the opportunity to meet your company and find out more about employment opportunities. Partners will also receive a copy of the Urban Code Resume Book, which will consist of resumes from all the attendees of the hackathon event.

HOST A WORKSHOP: Train the attendees about your software or skills to help them succeed in the workplace. Partners are welcome to host a workshop during the hackathon for attendees to provide a full educational experience.

SWAG BAG: Interact with all attendees by participating in the Urban Code Swag bag. Attendees will be provided a bag filled with goodies upon arrival to the hackathon. Help make their experience comfortable by providing items featuring your logo to support their weekend of hard work. Suggested items include travel size toiletries, ear buds, portable chargers, flash drives, travel pillows, etc.

MARKETING AND PROMOTIONS: Awareness about the hackathon will be spread across the greater Houston area and on campus of Texas Southern University. By becoming a partner, your brand will receive exposure across this vast market through digital and traditional marketing methods.

For more information about these levels, please contact [Cherrelle Duncan at funddevelopment@hauylp.org](mailto:Cherrelle.Duncan@funddevelopment@hauylp.org). If there is a benefit you would like to include please let us know.



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PARTNERSHIP REGISTRATION

COMPANY INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Website: _____

SPONSORSHIP LEVEL

Kilobyte Megabyte Gigabyte Terabyte Petabyte

CONTACT INFORMATION

Full Name: _____

Position: _____ Email: _____

Phone: _____ Fax: _____

Signature: _____ Date: _____

PAYMENT METHOD

Credit Card: _____ Check: _____

Card Number: _____ Check Number: _____

Security Code: _____ Expiration: _____ Date: _____

Submit your commitment and payment before February 1, 2017. Please email your completed application to funddevelopment@haulyp.org. Please make checks payable to **Houston Area Urban League**.