



**REAL INDUSTRY**

# 2019

**An Evening With Real Industry  
Sponsorship Opportunities**



GOOD LUCK!

*Join us* as a thought leader and key supporter of  
Real Industry and hundreds of university students!

# Sponsorship Opportunities

## - Diversity, Equity & Inclusion Initiative

**Real Industry partners with generous and forward-thinking organizations such as [Facebook](#), [Pandora](#), [Sonos](#) and [Bose](#) that share a commitment to educating and empowering university students to discover careers and succeed in industry.**

**This year our sponsorships have a unique opportunity to support our new Diversity, Equity & Inclusive Initiative ([DEI Initiative](#)) to increase the number of women and underrepresented students discovering the arts and technology industry.**

Our sponsors and partners benefit by:

- helping equalize the next generation of students in the workforce
- being recognized as a leader of social awareness, innovation and entrepreneurship in the music, media, creative and entertainment technology industries
- meeting a wide range of university students, professors, entrepreneurs and over 300 industry mentors and executives
- marketing outreach to hundreds of students and industry employees



## An Evening with Real Industry 2019

For our 5th anniversary, our annual fundraising events will support a new Diversity, Equity & Inclusion Initiative. This program increases the number of women and underrepresented students discovering and entering the arts and technology industries!

This year we are hosting events in 3 locations: San Francisco, Silicon Valley and New York City.

**November 4, 2019 6-9PM San Francisco ([more info](#))**

Hosted at Envelop SF (The Midway) feat. 32-channel immersive sound performances, cocktails, food and networking

**November 6, 2019 6-9PM Silicon Valley ([more info](#))**

Hosted at The Foster Museum (Palo Alto) - inspiring art galleries, cocktails, food and networking

**October 17, 2019 6-9PM New York City**

Hosted in an amazing space in Manhattan's Flatiron District, feat. demos, cocktails, food and networking

In each venue, we bring together 100 leaders and invited VIPs of the music, media, consumer and creative technology industries.

We need your help to raise \$125,000 funding our DEI Initiative and current programs.

Real Industry educates and empowers university students to succeed in industry. As a nonprofit organization, we partner with companies and create workshops to help students develop real-world skills with the guidance of industry experts. Help us expand our reach and create a more equal future!



# Why Our DEI Initiative Is Important?

“ I would love this program. I’ve been looking for this type of opportunity, but they are really hard to find. I just don’t know where to start and don’t have the resources. I want to succeed and this would be really helpful. There are so many students struggling and they don’t know where to go [...] What we learn in school often has nothing to do with what we’re going to do in a job. We have a huge disadvantage because we have no one to guide us. ”

————— Fabian, Class of 2020 —————

“ Networking is the biggest issue that most students I know deal with. Students who have graduated in my major just don’t know where to start. There’s so much out there, but we don’t know how to make it ours. ”

————— Crystal, Class of 2020 —————

“ There is a lack of support for the creative industry compared to others, such as business. I’d be interested in this program the value seems clear. ”

————— Brian, Class of 2020 —————

“ I don’t feel like there is a lot on my campus to help with things outside of academics. I haven’t had any opportunities to speak with industry professionals. That’s why I signed up for a Real Industry design challenge at my school in the first place. ”

————— Olfred, Class of 2020 —————







# Real Industry 2019 Sponsorship Packages

100% of Sponsorship Dollars Support Programs and Services for Real Industry's DEI initiative

## **Ultimate Sponsorship (\$20,000)**

Be seen as **the leading supporter** of innovation and education in arts & technology industries

- “Presented by” sponsorship for all **3 events** (San Francisco, Silicon Valley, New York City)
- Your support funds 200+ students in our Diversity, Equity & Inclusion program
- Branding in all marketing materials (email newsletters, signage, web, donor materials, PR)
- Facilitated introductions to our network of 100+ music, tech, and entertainment executives
- PR and branding as major supporter of a leading DEI mentorship program
- 501(c) (3) tax deduction benefits

## **Title Sponsorship (\$10,000)**

Be one of the **TOP** supporters of innovation and education in music and creative technology

- “Presented by” sponsorship for **1 event** (San Francisco, Silicon Valley, New York City)
- Your support funds 150 students in our Diversity, Equity & Inclusion program
- Branding in all event marketing materials
- PR and branding as major supporter of a leading DEI mentorship program
- 501(c)(3) tax deduction benefits

## **Major Sponsorship (\$2,500)**

- Drinks, Food, or Entertainment presented by your company at **1 event** (San Francisco, Silicon Valley, New York City)
- Your support funds 35 students in our Diversity, Equity & Inclusion program
- Branding in all marketing materials
- PR and branding as major supporter of a leading DEI mentorship program
- 501(c)(3) tax deduction benefits

## **Supporting Sponsorship (\$1,000)**

- Your support funds 15 students in our Diversity, Equity & Inclusion program
- Branding in all marketing materials
- 501(c)(3) tax deduction benefits

**Gifts made to the program into Real Industry may be deductible to the full amount allowable under the U.S. Internal Revenue Service regulations. USRCA dba Real Industry is a registered 501(c)(3) non-profit #46-3010178**



# REAL INDUSTRY

## Contact:

Andrea Mencarini  
Community Manager  
Real Industry  
[andrea@realindustry.org](mailto:andrea@realindustry.org)  
401-651-6233