SUIT UP

TAKE ON TECH
CHANGING THE FACE OF TECH

A Tech Industry & SuitUp Virtual Competition

**APRIL 23, 2024 | 12:00– 4:30 PM EST
VIRTUAL, ON ZOOM**

ABOUT US

SuitUp is a 501(c)(3) education non-profit that increases career awareness for all students through innovative business plan competitions.

## What Does a SuitUp Day Look Like for Students?

Through SuitUp, students experience solving a realistic corporate challenge, such as designing a new product for Nike. They have the opportunity to interact with corporate volunteers who coach them on marketing, finance, strategy, and design before helping them pitch to live judges. By the end of the program, students can see the corporate world as part of "their world" and know that job titles, such as CEO, VP of Marketing, Business Development Manager, etc. are now in their grasp.

Since its inception, SuitUp has launched three different competition formats and has worked with companies across the globe!
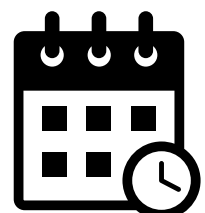
21,000+
Students Served
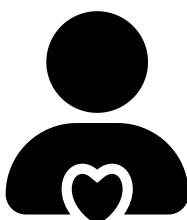
13,500+
Volunteers Engaged

750+
Competitions Run

ABOUT THE EVENT
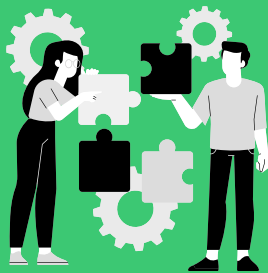
THE PROBLEM

The talent pipeline shows a lack of representation of people of color and those who come from low-socioeconomic backgrounds. Today, 85% of executive positions are held by white men, and only 1% of Fortune 500 companies have an African American CEO. And unfortunately, many companies lack the strategies needed to further future diversity in their industry, and the talent pipeline is just not there at the collegiate level. 50% of students who identify as low-socioeconomic status and enroll in college receive their degrees, and research has shown that this is in part because many students fail to connect academic success with future career aspirations.

THE SOLUTION

The talent pipeline shows a lack of representation of people of color and those who come from low-socioeconomic backgrounds.

In the U.S tech sector:
Only 16% of jobs are held by Black and Latinx Americans and women account for only 26.7% within the tech industry.

On average, women in tech are offered a salary of 3% less than men for the same job, at the same company, with the same experience.

Unfortunately, many companies lack the strategies needed to further future diversity in their industry, and the talent pipeline is just not there at the collegiate level.

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What Does the Competition Look Like?

SEMI-FINALS

With the support of company volunteers acting as coaches, 12 teams representing virtual schools from across the United States will compete in a tech-related challenge before competing in our regional semi-finals. Each group of semi-finalist judges (companies that sponsor the event) will then select one team per school to move forward to Take on Tech's National Finals!

REGION 1	REGION 2	REGION 3
4 teams of 10-15 students	4 teams of 10-15 students	4 teams of 10-15 students
REGION 1 Semi-Finals	REGION 2 Semi-Finals	REGION 3 Semi-Finals

NATIONAL FINALS

The best of each region will then compete in a final round in front of all teams and participants. Only one team will win Take on Tech and be crowned the 2024 winner!

Semi Finalist: Region 1	Semi Finalist: Region 2	Semi Finalist: Region 3

Final Judges

Winner of the 2024 Take on Tech Competition

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All proceeds are 100% tax deductible. EIN 46-3381399

Sponsorship Levels

As a sponsor, your company is making an impact on helping build a diverse and inclusive workforce reaching a pipeline of young, talented students.

TITLE SPONSOR | $15,000
(Limited to (1) Company)

1. **Title brand recognition on the program, website, and all marketing materials**
   - Example: Take on Tech in Partnership with Company ABC
2. **4-5 teams (20-25 volunteers from your company) + 3-5 Judge seats in the Finals**
3. **Speaking Opportunity: Welcome Remarks from a Senior Leader at your company**
4. **"A Day in the Life" Panel Discussion (optional)**
   - SU will host an exclusive 60-minute virtual workshop where students can learn about the various tech roles and receive career insights from leading executives and ERG members at your company. (3-6 corporate volunteers can serve on the panel)
5. **1-hour Coaching Session with the winning team (optional)**
   - A 1-hour virtual session exclusive to the winning team of students to discuss feedback and build upon their business pitch ideas with corporate volunteers
6. **Awards named after your company**
   (i.e. Company ABC Award for Teamwork, Company ABC "Associate of the Year", etc.)
7. **Press release announcing the brand as the official title sponsor**
8. **Social Impact Award Recipient and Company Recognition at the Annual SU4SU Gala**
   - Includes 2 complimentary tickets to SU4SU
9. **Branding opportunities**
   - Logo branding on all resources provided to participating students
   - Email blast and social media campaign to SU's captive audience

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Sponsorship Levels

As a corporate sponsor, your donation is critical in helping us support our operations and develop our educational programs for underserved students.

PRESENTING SPONSOR | $10,000
(Limited to (2) Companies)

1. **3-4 Teams (15-20 volunteers from your company) + 3-4 Judge seats in the Semi-Finalists**
2. **Exclusive Tech Prep Workshop (optional)**
   - SU will host an exclusive virtual Tech Prep Panel for your company introducing students to the world of tech, learning key tech trends, and discussing the most important soft skills required to pursue a career in the field.
3. **"A Day in the Life" Panel Discussion (optional)**
   - SU will host a 60-minute virtual workshop where students can learn about the various career roles and receive career insights from leading executives and ERG members at your company.
   (1-2 corporate volunteers can serve on the panel)
4. **Branding opportunities**
   - Logo branding on all resources provided to participating students
   - Email blast and social media campaign to SU's captive audience

PREMIER SPONSOR | $5,000

- Company logo/name recognition on program materials
- Email blast and social media campaign to SU's captive audience
- 3 Teams (up to 15 volunteers) to be put in the competition
- 3 Judge seats for the Semi-Finals

PARTICIPATING SPONSOR | $1,500
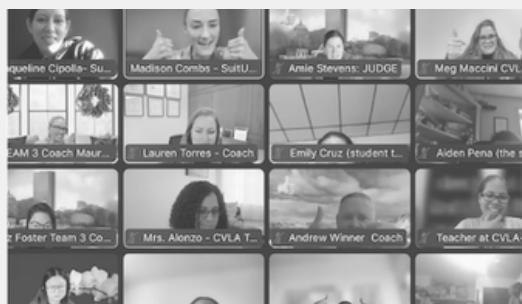
- Company logo/name recognition on program materials
- Email blast and social media campaign to SU's captive audience
- 1 Team (up to 5 volunteers) to be put in the competition

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Schedule

Curious to know what the schedule will look like on the big competition day? Check out the run of show.

12:00 - 12:35 PM

SuitUp Welcome & Introduction
The SuitUp team welcomes both students and volunteers to the session, reviews materials, expectations, and the business case challenge.

Community Connection
Participants are placed into their region's breakout room and engage in student-led discussions about problems currently faced by their communities.

12:35 - 1:50 PM

Brainstorming Session
Students share their ideas and teams decide on what product or service they will be creating.

Solution Development and Pitch Practice
Coaches support students in finalizing their ideas, focusing on marketing, strategy, finance, and design and students practice their final pitch.

1:50 - 2:45 PM

Watch the Pitches
All teams will re-join their regional room and present their idea to a panel of judges.

Judges Select Teams
After listening to each of the pitches, the judges will select one team from each region to move on to the final round.

2:45 - 3:15 PM

Break
Each team will take a quick screen break.

3:15 - 4:30 PM

The Finals
Semi-finals judges will announce the winners from their round. The winning team from each region will go head to head and present in front of another panel of judges. They will provide feedback and announce the winner of the 2024 Take On Tech.

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