Create Anything From Scratch, *With Us*:
2023 Scratch Week and Scratch Day Partnership Package

SCRATCH FOUNDATION

Scratch Week

May 8-12, 2023

Celebrated annually, Scratchers (users), educators, and their families from across the world connect in the Scratch online global community and in their hometowns to reflect, share, and celebrate the remarkable ways that they use Scratch to imagine, create, connect, and play. Each day of Scratch Week will feature a specific theme for the day's activities.

Scratch Day

May 13, 2023

The Scratch Foundation will host an in-person event in Cambridge, MA which is expected to welcome 300-400 attendees (young people, caregivers, educators, and Scratch fans) in a fun day of hands-on creative learning. The Scratch Foundation creates and disseminates planning toolkits for organizers from all over the world to use in planning their own local Scratch Days.

117K followers | **1.7M** impressions*

3K followers | **89,000** impressions*

506K unique visitors* | scratchfoundation.org

Interested in partnership? Reach out to Samantha Fiori, Senior Philanthropy Officer, at samantha@scratch.mit.edu

12.2K followers | **152,000** impressions*

41.2K followers | **215,000** impressions*

357.3K subscribers | Scratch Newsletter

*in 2022 alone

Scratch Week and Scratch Day 2023

Sponsorship of Scratch Week and Day supports real-time creative learning experiences for students ages 8-16, families, and educators to connect, build community, and learn from one another. Scratch Week (May 8-12) is a global learn-through-play activation for Scratchers around the world to participate in shared, themed studios for Scratchers to create their own projects and encourage others across the online community to do the same. The five days of Scratch Week activities culminates in Scratch Day on May 13 and Scratch Foundation will host an in-person Scratch Day.

In 2022, this annual in-person Massachusetts-based event cascaded into more than **1,000 localized Scratch Day events** in communities across the globe. The Scratch Foundation staff creates simple tools and resources for educators and community leaders to follow in order to host local Scratch Day celebrations.

Detailed Benefits	Presenting Sponsor $125,000 1 Available	Imagination Sponsor $75K 5 Available	Creativity Sponsor $25K 10 Available	Play Sponsor $10K 10 Available
Logo placement on virtual and in-person event environment, communication, and all promotion materials (audience reach of more than 357K)	Premier logo placement	Logo placement	Brand listing	Brand listing
Opportunity for the Scratch Foundation leadership to speak at sponsor's company event or engagement	x	x		
Opportunity to provide pre-recorded welcoming opening remarks for all Scratch Week and Day attendees to be shared via email message to the Scratch Foundation's 357K+ newsletter subscribers	x			
Feature in a blog and promoted via LinkedIn and email subscribers	x	x		
Company listed in "Thank You Sponsors" social media post	Add a Quote!	x	x	x
Complimentary event registrations	10	8	6	4
Invitations to join the VIP Networking event at Scratch Day Boston	5	3	2	1
Recognition in the Scratch Foundation 2023 annual report and website supporter page	x	x	x	x

Scratch Week and Scratch Day Å la Carte Options: Targeted Sponsorship Items

Technology Partner $50K   1 available

Sponsor free, global access to the platform for students, teachers, and families to engage in the creative learning event of the Scratch users' year.

Benefits include: Logo placement on Scratch Week event landing page, all digital communication related to Scratch Week. Opportunity to be featured in a blog or other Scratch Week article. Recognition in the Scratch Foundation's annual report.

Studio Theme and Sprite Package $25K   5 available

Each day, Scratchers across the world will be invited to participate in a shared "studio" or themed project space within the Scratch platform. Sponsorship opportunity is to sponsor one of the themes within the week (themes are expected to be determined by Scratch Foundation and announced in March 2023).

Benefits include: Brand listing on Scratch Week event landing page; recognition in one email on the day of the Scratch Week sponsored studio; and recognition in the Scratch Foundation's 2023 annual report and on the website's partner page.

Playmaker $25K   1 available

Celebrate the project-based-play and creative learning opportunities for the 300-400 individuals attending. This project-based play engages young people at over a dozen different learning stations as they tinker, imagine, share, and most importantly…play.

Benefits include: Brand listing on Scratch Day event landing page, all digital communication, and event signage. Recognition in the Scratch Foundation's annual report. Opportunity for sponsor to provide sponsor-branded swag for all event attendees.

Å la Carte: Accessibility and Local Inclusion Partner $25K   1 available

Sponsor's funding helps ensure that Scratch Week and Scratch Day offerings reach global audiences in their local languages and supports ongoing improvement for accessibility features within the Scratch platform for students and educators with visual and hearing impairments.

Benefits include: Brand listing on Scratch Day event landing page, all digital communication, and event signage. Recognition in the Scratch Foundation's annual report.

Scratcher's Partner $25K   1 available

Sponsor's funding ensures a low-cost entry to this annual learning event for children, caregivers, and teachers from across Metro Boston.

Benefits include: Brand listing on Scratch Day event landing page, all digital communication, and event signage. Opportunity for sponsor to provide sponsor-branded swag for all event attendees.

Virtual Corporate Employee Engagement   starting at $5K

Not interested in event sponsorship but looking to engage employees in the power of the Scratch platform?

Corporate employers are invited to celebrate the values of the Scratch Foundation and encourage their employees to flex their creative learning, systematic reasoning, and collaboration skills through a Scratch Day for corporate teams! To support this corporate event, the Scratch Foundation will provide handouts for the employer to 1) Engage employees in a shared activity and 2) Educate employees about the largest 100% free online coding community for children in the world. Activations begin at $5,000 per up to 1,000 number employees.

Partnering corporations will be recognized in the Scratch Foundation's 2023 annual report and on the website's partner page.

Sponsor and Supporting Partner Commitment Form

Please complete both pages of this form and return to Samantha Fiori, Senior Philanthropy Officer, at samantha@scratch.mit.edu

Download PDF Form