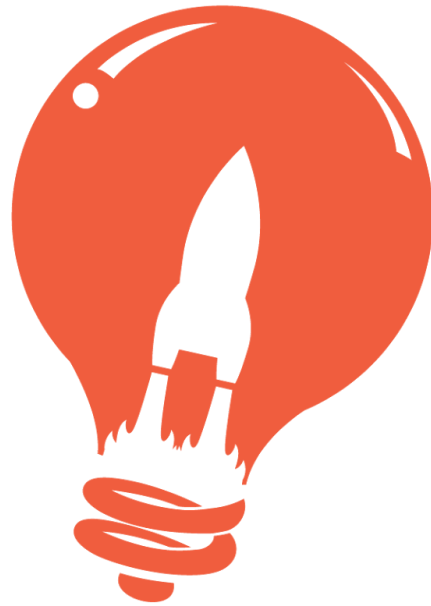




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# LAUNCH

## **MIT Launch Sponsorship Packet 2017-2018**

(<https://MITLaunch.com>)

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## **Introduction**

MIT Launch is a club empowering students to become entrepreneurs. We started MIT Launch at our high school, Broad Run. Broad Run is currently the **only school in Loudoun County to have this club**. MIT Launch gives students the ability to potentially launch real startups and becoming successful entrepreneurs through engineering and technology. The goal of this club is to inspire young people to be leaders in the fields of entrepreneurship and technology, by engaging them in exciting **student-based programs that involve problem solving, creativity, and analytical reasoning**, that inspire innovation, and that foster well-rounded life capabilities including **self-confidence, communication, and leadership**.

Our team consists of students that attend the Academy of Science, the Academy of Engineering and Technology, and Broad Run High School. By participating in the MIT Launch program, **high school students learn entrepreneurship, leadership, business skills, engineering, and technology skills**. All of these will have lasting effects throughout their respective careers. Each member will learn how to be **an effective leader as well as a good team player**. They will also develop a **sharp business mind and the ability to integrate different technologies into a cohesive product**.



## Opportunities

MIT Launch teaches students entrepreneurship and technology skills. Students involved with MIT Launch are given the opportunity to create their own startup in small groups of 3-5 people. Within these groups, students can expand their imagination and their ideas, bringing them to life. We impart each member with the ability to communicate efficiently and fluently in a professional environment. As a team, we promote volunteering and gain countless opportunities to spread the knowledge in fields of business and technology. We also plan to create an outreach program for local schools and businesses.

## Team Organization

Our team is composed of students from schools in Loudoun County. 6 members make up our founding team, and each member is assigned a specific role. From a CEO to a CFO, the team is student-led with every student having a background in business and engineering.

The positions include:

- **CEO (Chief Executive Officer):** Leading the group discourse and helping delegate duties.
- **CCO (Chief Communications Officer) :** Responsible for educating the club members based on MIT webinars, and and gaining sponsors.
- **CMO (Chief Marketing Officer):** Responsible for public outreach and branding of the club.
- **CTO (Chief Technology Officer):** Responsible for the development of any technology being used in the club.
- **CFO (Chief Financial Officer):** Responsible for handling the financial responsibilities of the club.



## **Sponsorship**

Sponsoring MIT Launch is an outstanding way to give back to the community and give high school students an opportunity to exceed their limits and engineer the future. Your assistance will help us fulfill our mission – **inspiring high school students to become leaders in science, technology, engineering and mathematics**. By sponsoring MIT Launch, you can directly impact students who are **talented potential hires**.

If your company would like to donate a product or service instead of money, we would greatly appreciate it. Lastly, by sponsoring teams like this one, your company is **promoting engineering and entrepreneurship among high school students**. The skills that these students gain and refine will be used to create some of the most powerful applications. By sponsoring us, **you promote our future**.

## **How you can help**

- **Donate money directly to MIT Launch**. This gives us flexibility to spend money where we need it the most.
- **Provide MIT Launch members entrepreneurial advice and guidance to help steer our potential start-ups**
- **We're always looking for new and exciting ideas**. Feel free to contact us with any sponsorship ideas or suggestions you may have.

Help us make MIT Launch an incredible experience for learning and creation. Below you can find our sponsorship packages. Please contact us at [brhsmitleaunch@gmail.com](mailto:brhsmitleaunch@gmail.com) or **571-271-2439** if you have any questions.



### Sponsorship Packages

Tier	Bronze	Silver	Gold	Platinum	Diamond
Amount	\$100+	\$250+	\$500+	\$1,000+	\$2,000+
<b>General</b>					
Invitation to MIT Launch meeting at BRHS	✓	✓	✓	✓	✓
<b>Branding</b>					
Logo on website	✓	✓	✓	✓	✓
Letter of Appreciation	✓	✓	✓	✓	✓
Mention on Social Media	✓	✓	✓	✓	✓
Framed Team Photo	✓	✓	✓	✓	✓
Logo on shirts (following year)		✓	✓	✓	✓
End of Season Team Video			✓	✓	✓
Logo in flag, posters, and banners				✓	✓
Special Sponsor T-Shirts					✓
<b>Distribution</b>					
Can send merchandise to distribute			✓	✓	✓