

# omegaUp

## 2021 Gala

### Who we are

**omegaUp** is a 501(c)(3) non-profit organization with the mission of **building the talent pipeline** of Software Engineers from **Latin America and other Spanish-speaking communities** by providing an accessible learning platform together with social programs.



### Our programs

#### Educational Platform

Our educational online platform promotes meaningful learning experiences by providing free high quality content in **Spanish** and fosters a deep sense of social justice to underserved parts/segments of the population, including indigenous and rural communities.

In 2020, we served **more than 26,000 users** distributed in Mexico, US, Peru, Argentina, Colombia, Ecuador, Bolivia, El Salvador and other LATAM countries and **more than 300 schools** used **omegaUp** for teaching CS Courses.



#### omegaUp Programming Clubs

Our **omegaUp Programming Clubs** program offers a **platform for teachers and students** from High Schools and Colleges across LATAM to build leadership skills, organize conferences, and learn advanced CS Topics.

Our program is designed to promote **Diversity, Equity and Inclusion in STEM**, by focusing on public education institutions from non main metro areas, and requesting the leadership to be gender balanced.



## omegaUp Educational Model

In 2020 we launched **omegaUp Educational Model**: an initiative focused on onboarding teachers from public schools to our **omegaUp Educational Platform**. This program features a Teacher Training Program and state of the art Coursework Materials ready to use in the classroom in order to comprise a general framework for improving **learning** and **teaching**.

We have partnered with the Technological High School System (DGETI) of the **Department of Education in Mexico (SEP)**. This is the largest provider for High School education in LATAM serving more than 1.2M students.

Our **omegaUp Educational Model** is sustained by our online courses, which include Introductory Courses for C++, Python, and Java, and also Introductory and Advanced Algorithms Courses.



## Impact

### Programming Competitions Powered By omegaUp

**omegaUp** hosts the **National Olympiads in Informatics in Mexico (OMI), Ecuador (OEIC) and Peru (OPI)**. These competitions serve as the qualifiers for the International Olympiad in Informatics (IOI). We also host the Mexican Olympiad in Informatics for Women, the Mexican Olympiad in Informatics for Elementary and Middle School Students (OMIPS), the Ibero-American Informatics and Programming Competition (CIIC), the Central American Programming Cup (CCP) and the largest programming competition in Mexico to date: the Coding Cup organized by the Instituto Tecnológico Nacional (TECNM), the largest University Network in LATAM, with more than 250 campuses around Mexico.



### Courses powered by omegaUp

Hundreds of teachers use **omegaUp Courses** for teaching CS Topics. Teachers are able to use our platform as a didactic resource to complement and improve their own practices by assigning coding exercises, reviewing students' code, applying real-time tests, exporting grade reports, and more!



## Event Description

In October we will host our **Annual Gala** in which we will celebrate a year full of new accomplishments. We will prepare to start another year motivating and helping our Latinx community to learn and improve their programming skills by solving programming challenges. Our inspiring Annual Gala Program highlights the impact that **omegaUp Programs** have made in students and teachers around the world. Our Annual Gala is our main source of funds to help more than 26,000 students every year!

We hope this year we can have our Annual Gala in-person, but if due to the Coronavirus Pandemic this is not possible, we will have a virtual celebration instead.

Once the expenses for the gala are fully covered, additional sponsorship funds will help create a matching fund to incentivize the participation of attendees.



## Audience.


The event will host up to 100/150 business professionals, community leaders and philanthropic donors who are committed to advance CS education in the Latinx Community. The event will also be streamed to a selected group of passionate students and educators.



## Benefits.

Through a partnership with **omegaUp**, your company will engage in **omegaUp's** mission that compromises with equitable access to knowledge creating a positive impact for thousands of students and educators from the Latinx community around the world.

At the same time, your name will be recognized in our social media and official platforms, which includes:

 Facebook page (with 11.4K followers and reaching more than 1.5M people in 2020 with live-conferences and high quality content)

 YouTube channel (6.7K views in 2020)

 **omegaUp 2021 Annual Report**

 **omegaUp** organizational website

**Sponsorship commitment needed by August 1st.**

## Levels of benefits

Sponsor Benefits	Empowering	Presenting	Champion	Advocate	Community
<b>Sponsor amount</b>	\$20,000	\$15,000	\$10,000	\$5,000	\$2,000
<b>Ongoing Benefits &amp; Recognition</b>					
Logo in <b>2021 omegaUp Gala</b> website	●	●	●	●	●
Recognition on social media	●	●	●	●	
Recognition on <b>2021 omegaUp Gala</b> campaign posters and other marketing media	●	●	●		
Announced in the Matching Fund to incentivize donations	●	●	●		
Recognition as "2021 omegaUp Gala, brought to you by..." and use of a prominent logo	●	●			
<b>Day of Event Benefits &amp; Recognition</b>					
Logo in the <b>2021 omegaUp Gala</b> Program	●	●	●	●	●
Business recognized during the program	●	●	●	●	●
Distinguished invitations to the event	● Full Table	● Full Table	● Full Table	● Half Table	● 2 Tickets
Prominent logo placement during the event	●	●	●	●	
Recognition in <b>2021 omegaUp Gala</b> opening and closing statements	●	●	●		
Recognition in <b>Keynote Speech</b> presentation	●	●			
Opportunity to present a video talking about <b>your commitment to DEI and the Latinx Community</b> during the event	●	●			
<b>Post-Event Benefits &amp; Recognition</b>					
Recognition on <b>omegaUp</b> nonprofit website for one full year	●	●	●	●	●
Recognition in our <b>2021 Annual Report</b>	●	●	●	●	●
Recognition on <b>omegaUp Educational Platform</b> landing page for one full year	●	●			
Programming contest organized by <b>omegaUp.com</b> with access to participants contact information for recruiting purposes	●				