

June 28, 2010

Dear Corporate Friend of the Richard Tapia Celebration of Diversity in Computing Conference,

**I write to request your support of the next *Richard Tapia Celebration of Diversity in Computing Conference*, to be held April 3-5, 2011 in beautiful San Francisco.<sup>1</sup>**

Tapia encourages computing students and professionals from diverse backgrounds to continue their careers by hearing inspiring speakers. For example, next year's **Ken Kennedy Lecture will be given by Irving Wladawsky-Berger of IBM fame, who was recently named Hispanic Engineer of the Year**. Another vehicle is networking with hundreds of attendees like them. Last time about 50% of the attendees were female, 40% were African American, and 30% were Hispanic. Encouragingly, **82% agreed that attending Tapia increased their dedication to complete their degree and reaffirmed their belief that computing was the right career path for them**. One reason is that Tapia helps them overcome the feelings of isolation sadly all too common in our field. **Thus, Tapia plays a similar role for under-represented minorities as the Grace Murray Hopper conference does for women.**

This marks the ten-year anniversary of the conference, which has grown from 164 in 2001 to 389 in 2009. Our goal for 2011 is to attract an additional 100 students. To reach our goal, we need your help.

The benefits to your corporation for being a supporter of Tapia 2011 include:

- Your company's name on a highly visible scholarship program for promising students from diverse backgrounds, with the chance to interact directly with these "*Your Corporation Tapia Scholarship Students*" at a meal and networking session;
- Inclusion in the Tapia website and advertisements that give nationally visible recognition of your company's commitment to diversity;
- Recruitment opportunities in addition to the scholarship program, a resume database of all conference scholarship students, and exhibit space throughout the conference;
- A venue to highlight your diversity employees and your dedication to their success; and
- Networking opportunities with a large group of nationally recognized leaders in diversity and computing.

Attached is a table with a fuller description of funding levels and benefits. To learn more or participate, contact **Cynthia Lanius, Tapia Fundraising Chair**, at [funding@tapiaconference.org](mailto:funding@tapiaconference.org).

Sincerely,

David A. Patterson

General Chair, 2011 Richard Tapia Celebration of Diversity in Computing Conference

Pardee Professor of Computer Science, UC Berkeley




































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<sup>1</sup> While you're likely familiar with Tapia, the focus is development of both undergrad and grad students. The program includes stellar invited speakers, poster sessions, and a daylong Doctoral Consortium that provides a highly technical and supportive environment where PhD students discuss their research and receive feedback from experts. New this year is a focus on connections (between speakers and audience, among students and professionals, and beyond the conference via remote research collaborations). The program provides several opportunities to network and build relationships, including the opening opportunities for student poster reception, the student research poster session the second night, a connection "meetup" the third day, an afternoon outside activity, and the gala awards banquet and dance. To get the word out, we've already received commitments for op-ed pieces and advertisements in popular computing publications. I will personally contact the heads of all California computer science departments separately to ensure we get local students there.

## Corporate Supporter Benefits

	Platinum \$75,000 or above	Gold \$50,000 - \$74,999	Silver \$25,000 - \$49,999	Bronze \$10,000 - \$24,999	Contributor \$5,000 - \$9,999
Named Sponsorship of Students*	30	20	10	5	2
Lunch with sponsored students					
Table in exhibit area for materials and communicating with attendees					
Resume book and CD of scholarship recipients					
Company name included on all press releases					
Complimentary Conference Registrations	5	3	2	1	
Company name in all print materials and on website with link					
Inclusion of company materials in registration bag					
Invitations to private VIP reception	5	3	2	1	
Sponsorship of a Meal					
Display of company banner and introduction of plenary session					
Opportunity to present a welcome at a plenary session					

\*Additional scholarships can be funded at \$2000 per student.