



SPONSOR KIT



SOCIAL CHANGE INTERNSHIP

Overview

The Social Change Internship (SCI) is an immersive, hybrid (virtual and in-person) 8-week program that challenges high school students to inspire and create social change in their communities.

Working in teams, students are led through a deep dive in design thinking and work together to create viable solutions for various social issues, including but not limited to areas of public health, political issues, racial injustice, climate change, and education. Through this process, young interns are equipped with an entrepreneurial mindset and with skills that are transferable into all areas of their lives. We also believe these examples and stories of student-led learning serve as models for teachers to follow in the classroom.

Students often continue to pursue their ideas beyond completion of the internship - having held large-scale community events, pushing legislative bills through their city's council and even founding viable 501c3s. Demand for this program continues to grow and the team at Startland is committed to growing the depth and access of this opportunity to impact the lives of our community's youth.

Our Audience

Beyond our interns, our audience is made up of a diverse mixture of KC educators, community changemakers, entrepreneurs, and rising leaders. We engage a growing population of Gen-Z, a large Millennial following, and a dedicated generation of business and community leaders above 45, as well. Last year, our website had almost 10,000 unique visitors (3500 for SCI page alone). We push to engage our social followings with short form video content, especially. We have 2400 Instagram followers; 1500, Facebook; 2300, Twitter (X); 474, LinkedIn (impressions and engagement rate upon request). We're deeply engaged with local schools, businesses, and initiatives to improve entrepreneurial opportunity for all young people, and our audience shares the belief and deep curiosity of the economic power of entrepreneurship, youth voice, and the compelling stories of the next generation of leaders cutting their teeth addressing our community's greatest challenges.

Our Impact



91%

Of interns said they improved their ability to "transform their ideas into something real"



75%

Or more of interns identified as women or gender minorities



91%

Of interns said they improved their ability to empathize with others



73%

Or more of interns identified as a person of color



"Startland will push you in every aspect of your life and work as a catalyst to help you grow" - SCI Intern

<scan to download program evaluation



Sponsorship Levels

All sponsorship includes: Social media mentions; website logo placement; showcase event logo placement; swag dispersment opportunities.

Legacy Sponsor- \$20K

The Social Change Internship deeply impacts the trajectory and development of these young leaders and the communities they touch. The great work they go on to do, we believe, will point back to this experience. So far already, SCI alumni have gone on to found social ventures, win awards, scholarships, and leadership positions from their work completed in SCI. A Legacy sponsorship ensures that SCI continues to sustain and expand, reaching as many young people in our community as possible, while also growing alumni network support and connectivity. It also supports a third party evaluation of the program.

Legacy sponsors get, in addition:

- Company face time with student interns.
- A co-branded video or blog write up about how their company is invested in youth development or aligned topic.
- A shoutout and statement at one SCI showcase event per year.
- Logo placement and credit mention on SCI promotional video content.
- Premier access to research findings, as well as mention of research sponsorship.

Headline Cohort Sponsor- \$10k

Headline sponsorship gives a company front-and-center brand visibility to SCI, representing your industry where it matters most, investing in future talent. This sponsorship expands access to SCI and ensures that every student stipend is covered. Startland hosts three (3) cohorts of SCI per year, each with a particular focus. Each cohort hosts 30 interns, who are divided in ~7 design teams. The following headline sponsorships are available:

Co-ed Social Change (Spring)

Small Business Social Venture Cohort (Summer)

All Womens Cohort (Fall)

Headline sponsors get, in addition:

- Co-branded partnership announcement in chosen format
- Guest speaking or face time opportunity with student interns
- Logo placement on SCI promotional video content.
- A shoutout and live statement at the SCI showcase
- A headline shoutout and logo placement on recap video/social posts.

Level-the-Playing-Field Sponsor - \$7500

One of Startland's core values is Diversity, Equity, Inclusion, and Belonging (DEIB), and it is our belief that all young people are capable of and yearning for opportunities to contribute creatively and productively to the problems around them, but that opportunity to do so is not equitably accessible to all. Level-the-Playing-Field sponsor helps to provide the resources needed for paying SCI interns for their time, equitable recruitment, scaffolds, and mentoring needed to ensure every intern grows and thrives in SCI. Additionally, your sponsorship allows us to accept 4 extra interns off the waitlist.

LTPF sponsors get, in addition:

- Partnership announcement/ social post on your company's commitment to equity and access
- A shoutout and logo placement on recap video/social posts.
- A shoutout and spotlight at Showcase event.
- Logo placement and credit mention on SCI promotional video content.



Showcase Sponsor- \$5K

The SCI Showcase is one of the most vibrant events of the year, as nothing is more inspiring than watching these young leaders pitch their innovative solutions for our community. The event is elevated, well attended by parents and community members (100+), allows for critical networking for the young starters, and truly puts the genius and passion of the next generation on display. Showcase sponsors cover the costs of this premier event events, including food + beverage, music, and photography.

Showcase sponsors get, in addition:

- Partnership announcement/ social post on Showcase social posts/ invites.
- A shoutout and logo placement on recap video/social posts.
- A shoutout and spotlight at Showcase event.

Sponsor a Team For a Year- \$3k

This level supports one (1) whole design team for all three (3) cohorts/ 12 interns total. Students are grouped by topic-of-interest with peers from across the community. They move through design thinking to narrow the scope of their problem and build a viable solution. This level of sponsorship supports one team in all three cohorts for the year, including the Co-ed spring cohort; the Small Business Social Venture summer cohort; and the All Women's fall cohort.

SATFAY sponsors get, in addition:

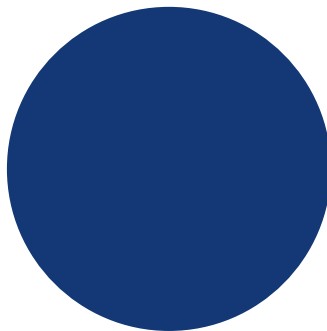
- A shoutout and spotlight at each Showcase event (3).

Sponsor One Team- \$1k

This level supports one (1) whole design team/ 4 interns total. Students are grouped by topic-of-interest with peers from across the community. They move through design thinking to narrow the scope of their problem and build a viable solution. This level of sponsorship supports one team in one of the three cohorts for the year: Co-ed spring cohort; the Small Business Social Venture summer cohort; and the All Women's fall cohort.

SOT sponsors get, in addition:

- A shoutout and spotlight at one (1) Showcase event.



"SCI is a wonderful opportunity to branch out and try to make a real impact. Through my experience, I not only gained new connections and friends, but I also developed a better understanding of society and KC overall. It is amazing how different schools and people are! One the the most meaningful experiences I gained was getting to develop a solution to a problem that I was passionate about. I loved the fact that we were given the chance to find those tough subjects and find a reasonable and unique solution." - SCI Intern



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Let's connect

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Let's stay connected

@startlandedu

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