

SCRATCH

Sponsorship Opportunity

What is Scratch?

Scratch has been called the **YouTube of interactive media**. Children use Scratch to create interactive stories and games, then share their creations on the web. To program their creations, children simply snap together graphical programming blocks. Scratch has been featured in NY Times, Economist, BBC, and other major media outlets.

Who Uses Scratch?

Scratch is designed especially for children and teens ages 8 to 15. More than **1.3 million visitors** have come to the Scratch website since its launch in May 2007. Someone in the Scratch community uploads a project to the website every three minutes.
<http://scratch.mit.edu>

Why is Scratch Important?

Scratch is designed to help young people develop **21st Century Learning Skills**. As they create projects in Scratch, children learn to think creatively and analyze systematically. Children also learn important mathematical and computational ideas.

What is the Scratch@MIT conference?

Innovative **educators, researchers, developers** and others from the worldwide Scratch community will come to MIT on July 24-26, 2008, to share experiences and discuss uses of Scratch.
<http://scratch.mit.edu/conference>

How Can I Sponsor Scratch?

For **\$50,000**, you can sponsor both the Scratch website and conference for one year. Your company's name and logo will be featured on the websites and supporting materials.

- For an additional **\$25,000**, you can also be the lead sponsor for:
- a foreign-language version of the website (Spanish, Japanese, ...)
 - the dinner and special event at the Scratch@MIT conference
 - all three lunches at the Scratch@MIT conference

For more information, contact Prof. Mitchel Resnick at mres@media.mit.edu
Scratch is developed by the Lifelong Kindergarten Group at the MIT Media Lab (<http://ilk.media.mit.edu>)

