



ABOUT DIGITAL INCLUSION WEEK

Digital Inclusion Week (DIW) is a week-long social media campaign to raise awareness of solutions addressing home internet access, personal devices, and local technology training and support programs.

Months prior to DIW, community practitioners across the country create activities or events in their area that build inclusion by providing computer training, media literacy, affordable devices, or internet access to people on the wrong side of digital divides – or builds public awareness. These events are promoted on the NDIA website.

During DIW, NDIA’s community of over 1,000 practitioners are encouraged to promote, tag, and retweet these events across multiple social media platforms. NDIA, supported by a working group, creates and distributes social media kits to assist the community in raising awareness around the digital divide and the incredible work being done across the country around digital inclusion.

Digital Inclusion Week 2020 Reach:

- 509 posts by 229 users with 4,938 engagements
- 57 events registered on the DIW20 webpage
- 8,107 DIW20 web page views

Your sponsorship dollars are essential in maintaining the staff time required to make Digital Inclusion Week a well organized and far reaching event.

SPONSORSHIP PACKAGES	PREMIER \$12,000	TERABYTE \$8,000	GIGABYTE \$5,000
Sponsor logo on website and blog post	X	X	X
Two custom thank you posts to Facebook and Twitter	X	X	
Sponsor provided 2 minute video about Digital Inclusion work posted to DIW website	X		