IEEE WIE
LEADERSHIP SUMMIT 2017
Sri Lanka

SPONSORSHIP PROPOSAL

IEEE

IEEE Women in Engineering

Abstract

IEEE Women in Engineering (WIE) is one of the largest international professional organizations dedicated to promote women engineers and scientists, and inspiring girls around the world to follow their academic interests in a career in engineering. With the members spanning many countries of the globe, the IEEE WIE International Leadership Summit 2017 Sri Lanka gathers around 200 members of the all regions together.

This is one of the biggest IEEE WIE Sri Lanka Section events for the women in engineering in the world with ample of opportunities to explore ideas, develop skills and discuss issues in their profession. All the delegates are craving to expand their international outlook and network, so they will avail the opportunity to interact with fellow like-minded individuals from across the globe. Sri Lanka has been selected to be one of the host nations of the summit among many other countries who competed.

This year's theme is "Inspire | Empower | Lead the Change", which is basically built upon on Innovation, Empowerment, Entrepreneurship, Emerging technology and Leadership. Through the summit, we aspire to create an environment for all the delegates to ponder promising ideas inline with the theme using their knowledge and skills. Distinguished IEEE personnel, academics and industry leaders will grace the event which will fall early October, 2017.

The event will provide an ideal platform for industries that are looking to take their brand to a wider international audience. Sri Lanka, despite being a country with a rich history and tradition, has shown a very positive attitude towards women unlike many other traditional countries who believe women should play supporting roles to men. Even though that is the case, the percentages show that still women can improve a lot. This is the mindset which made us explore new avenues to empower women in STEM. We believe IEEE WIE ILS 2017, Sri Lanka is the ideal platform for this.

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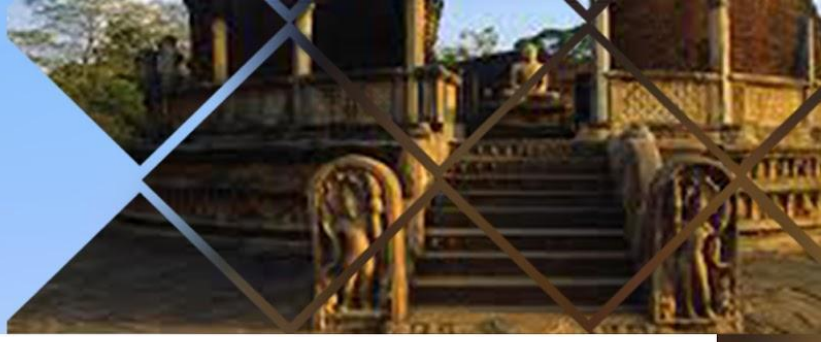


IEEE WIE - Institute of Electrical and Electronic Engineers Women In Engineering

IEEE Women in Engineering (WIE) is one of the largest international professional organizations dedicated to promoting women engineers and scientists, and inspiring girls around the world to follow their academic interests in a career in engineering. IEEE WIE and its members inspire a global community through IEEE's highly cited publications, conferences, technology standards, and professional and educational activities. IEEE WIE creates an environment where members collaborate on world- changing technologies – from computing and sustainable energy systems, to aerospace, communications, robotics, healthcare, and more in order to promote girls around the world.

Mission and Vision

"Our goal is to facilitate the recruitment and retention of women in technical disciplines globally. We envision a vibrant community of IEEE women and men collectively using their diverse talents to innovate for the benefit of humanity."

IEEE WIE strives to…

- Recognize the outstanding achievements of women in electrical and electronics engineering through IEEE Awards nominations
- Organize receptions at major technical conferences to enhance networking and to promote membership in WIE
- Advocate women in leadership roles in IEEE governance, and career advancement for women in the profession
- Provide assistance with the formation of new WIE Affinity Groups and support on-going activities

- Promote IEEE member grade advancement for women to the membership grades of Senior member and Fellow
- Facilitate the development of programs and activities that promote the entry into, and retention of, women in engineering programs
- Administer the IEEE Student-Teacher and Research Engineer/Scientist (STAR) Program to mentor young women in junior and high schools

IEEE WIE thoroughly believes that empowering today's female community is the path for guiding them to foster technological excellence in the future as professionals for the betterment of humanity.
IEEE WIE provides vast amount of opportunities for its young members aligning with the mission of IEEE WIE.

- Opportunity to build the professional network
- Subscriptions to magazines, journals, webinars
- Access to "IEEE Xplore" Digital Library
- Discounts, Funding for IEEE technical conferences
- Take part in competitions
- Be a part of volunteering teams
- IEEE WIE Travel Grant Program
- IEEE WIE International Leadership Conference Travel Grants
- Apply for WIE Awards
- Take part in IEEE WIE events

Due to the world wide coverage of IEEE WIE, innovations taking place in any part of the world, reaches its members quickly and frequently. This paves way for IEEE WIE members to utilize most modern technologies in their applications.

IEEE WIE:

BY THE NUMBERS FOR 2016

630+
IEEE WIE Affinity Groups Worldwide in
70+
Countries

15,840
members

2
Issues Per Year of Our Award-Winning Magazine
Winner of the 2008-2015 APEX Awards

2300+ WIE Conference and Summit Attendees

1 Annual WIE International Leadership Conference

5 WIE Summits

1500+
Global WIE Affinity Group Events Annually

Inspire **Engage** **Encourage** **Empower**

I CHANGE THE WORLD. I AM AN ENGINEER.
WIE.IEEE.ORG

IEEE WIE
LEADERSHIP SUMMIT 2017
Sri Lanka

IEEE

IEEE Women in Engineering

IEEE WIE Sri Lanka Section

Officially inaugurated in July 2015, IEEE WIE Sri Lanka Section is now a budding community under the umbrella of global IEEE WIE community. However, roots of the presence of WIE activities goes back to 2011, where Sri Lanka established its first ever WIE student branch affinity group. Currently, there are five student branch WIE affinity groups functioning under the section namely, University of Moratuwa, University of Peradeniya, University of Colombo School of Computing, Sri Lanka Institute of Information Technology and Informatics Institute of Technology.

IEEE WIE Sri Lanka Section, which belongs to the in the Asia Pacific Region (Region 10) is growing and expanding at an accelerated pace, achieving immense success. IEEE WIE Sri Lanka Section has been established to foster technological innovation and excellence in Women in Engineering all around the country. With a passionate bunch of volunteers from all corners of the island, IEEE Women in Engineering Sri Lanka Section Affinity Group is striving towards empowering female engagement in the STEM (Science, Technology, Engineering and Math) fields.

IEEE WIE Sri Lanka Section tries to provide a platform for all the Sri Lankan female technological enthusiasts to collaborate and network towards advancing technology and at the same time, mentor, guide and impart knowledge to the blossoming tech enthusiasts to step into and sustain in a STEM career. The projects and initiatives of the IEEE WIE Sri Lanka Section covers a wide array of aspects such as professional, academic, technical and outreach activities.

The vibrant community of the IEEE WIE Sri Lanka Section comprises of university academic staff members, industry professionals and university students across the country. With the exponential increase in the WIE membership base and the number of active WIE Affinity Groups, we are strong in the battlefield. IEEE WIE Sri Lanka Section focuses on promoting the female participation in technology oriented professions and activities and thereby facilitating the recruitment and retention of women in technical disciplines.

IEEE WIE Sri Lanka Section endeavours to,

- Inspire, engage, encourage and empower women in Sri Lanka, to step into a technological career and enhance their professional 'brand' throughout the years.
- Recognize the immense potential in women in engineering to advance technology for the betterment of humanity.
- Create an arena to showcase the skills, abilities, talents and knowledge of female engineers and undergraduates who are pursuing a career in the STEM field.
- Advocate the importance of female participation in broader segments of careers ranging from engineering and research to business and academia, but not limited to that.
- Become the link in connecting the industry and women in STEM fields and thereby adding more value to the technological advancements happening around the world.
- Organize activities and projects which boosts the skills and abilities of women in engineering and promote the entry into and retention of women in engineering programs.
- Mentor and guide the young women in junior and high schools to craft their skills and abilities to step into the STEM field.

IEEE WIE Sri Lanka Section at a Glance

With the prime objective of fostering technological innovation and excellence and advancing technical professionalism, every year the IEEE WIE Sri Lanka Section organizes a wide range of dynamic activities. The following are few highlighted events conducted by IEEE WIE Sri Lanka Section.

Annual IEEE Sri Lanka Section Student/YP/WIE Congress - WIE track

This has been the flagship track of the IEEE WIE Sri Lanka section where it is organized as a collaborative project of all the IEEE WIE Student Branch Affinity Groups in Sri Lanka, aiming to create a strong network among the engineering students from different universities, specializing in different fields of Engineering and promoting IEEE activities in Sri Lanka. The congress track ultimately provides a platform to collaborate with like-minded female members, exchange opinions with senior IEEE WIE members and industry experts and enhance their technical knowledge while exploring the opportunities to serve for betterment of humanity.

IEEE
Sri Lanka Section
Student , Young Professionals , Women In Engineering
Congress
2015
Captured by : Himantha Alahakoon
Udara Supun

IEEE
Sri Lanka Section
Student , Young Professionals , Women In Engineering
Congress
2015
Captured by : Himantha Alahakoon
Udara Supun

Empowering Women in Engineering

It is overwhelming to see the enthusiasm in women towards the field of Engineering in Sri Lanka is increasing at a significant rate. IEEE WIE student branch affinity groups in Sri Lanka perform an amazing role collectively to unveil their boundless potential to be at the heights they deserve to be at in the future and to uplift their confidence, competencies and personality to work in a corporate environment meeting high level industry standards.

Among these events, there were, "Limelight", a panel discussion featuring today's elite lady personalities to empower tomorrow's leaders and "Your First Day at Work", a one day workshop on business etiquette and personal development for lady undergraduates. All these events targeted at strengthening and optimizing the capabilities and potential of women engineers to outshine themselves in the professional world.

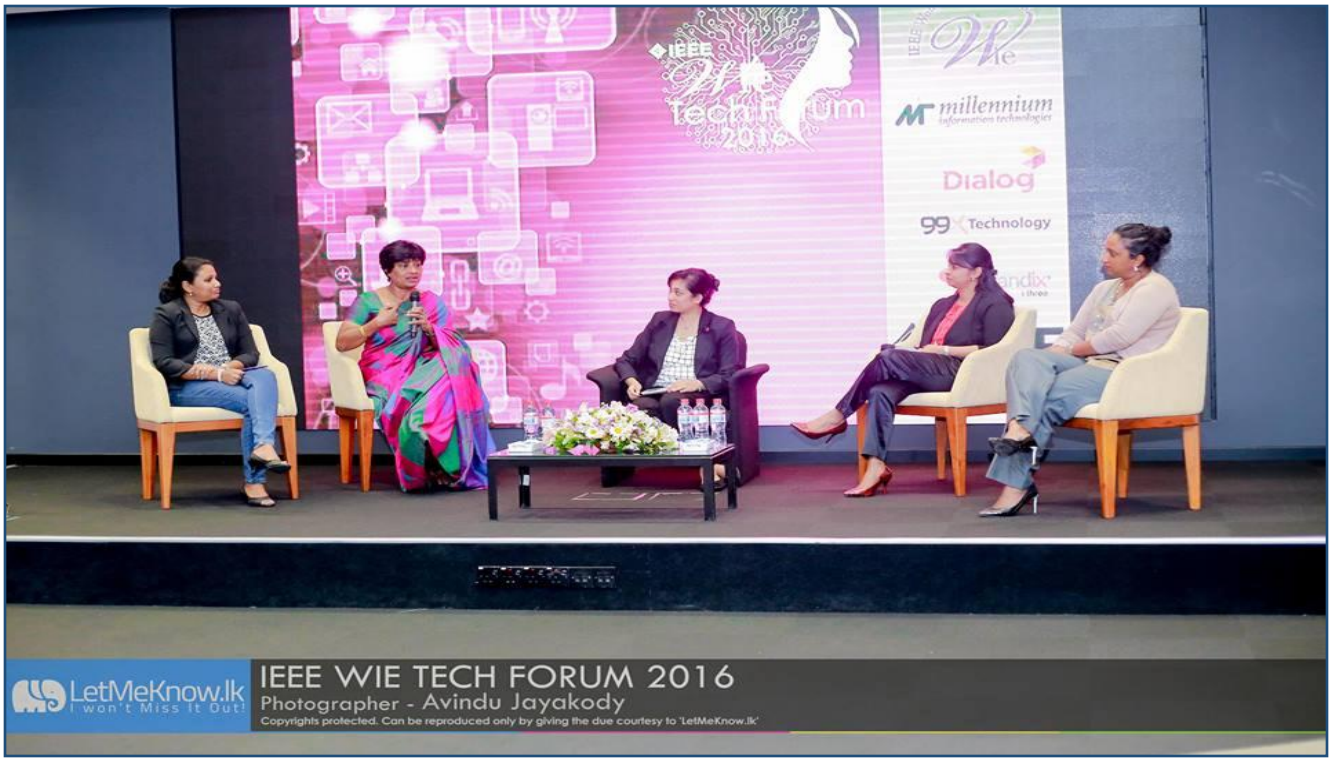
WIE Tech Forum 2016

IEEE WIE Tech Forum 2016 was the first ever female oriented technology forum in Sri Lanka which was organized by the IEEE WIE Sri Lanka Section. It was held in Colombo on the 30th of April 2016 with the participation of around 150+ female university students, young innovators, experts, and entrepreneurs.

IEEE WIE Tech Forum 2016 aimed to

- Increase technology awareness in the female community and assist in bridging the digital divide.
- Provide networking opportunities to female technological innovators and entrepreneurs in the country with the valued sponsorship of the industry.
- Create a common platform for the female technological community and the technological industry to network, share ideas, provide career guidance and also to get advices related to innovative technological solutions for the 21st century.

IEEE WIE Tech Forum brought in leading female role models and professionals from a wide range of industries in the country to a single platform.



Women in Tech session with Prof. Jennifer from Stanford University

Women in Tech session was a track in the Big Data and Design Thinking workshop series organized by the IEEE Sri Lanka Section. Women in Tech round table discussion was facilitated by IEEE WIE Sri Lanka Section and Prof. Jennifer Widom from Stanford University. Discussion was mainly based on issues and opportunities for women in technology. The event took place on 24th of August at SLIIT, Merchant Tower.

Shape Your Career by Sandra De Zoysa

IEEE WIE Sri Lanka Section organized “Shape Your Career”, an interactive talk with Sandra De Zoysa,Group Chief Customer Officer, Dialog Axiata on 14th of July at University of Moratuwa. It was an event where undergraduates from different universities gathered together and raised their questions related to the path that should be followed in order to be success in the career as a woman.

Hard Work Pays Off

These are among the significant accomplishments of IEEE WIE Sri Lanka Section;

- Team representing IEEE WIE Sri Lanka becoming the winner of contents for the R10 WIE poster session at the R10 student/GOLD/WIE congress 2013.
- WIE Travel Grant Recipient for IEEE TENCON’15 – Heshani Mahalaksha, from IEEE WIE affinity group of University of Peradeniya
- Travel Grant Recipient for IEEE WIE International Leadership Conference 2015 – Nadee Seneviratne from IEEE WIE University of Moratuwa Affinity Group
- Travel Grant Recipients for IEEE R10 SGW Congress’13 – Prabhani Herath and HeshaniMahalaksha from IEEE WIE affinity group of University of Peradeniya
- Five WIE members from Sri Lanka, Nadee Seneviratne, Sachinthana Pathirana, Helani Jayasinghe, Saumya Kumarihamy and Dulanjali Koswatte to attend the 1st ever IEEE WIE ILS held in Chennai, India - 2015
- Scholarship winners to attend/volunteer at the IEEE WIE International Leadership Conference 2017, San Jose USA. - DilrukshiGamage and SachinthanaPathirana

IEEE WIE International Leadership Summit 2017

IEEE Sri Lanka Section proves to be one of the most dynamic sections in Region 10 which has been showing an escalating progress in its IEEE volunteering context. Having concluded many events such as IEEE R10 SYW Congress 2015 glamorously in Colombo, in a scale beyond the expectations, we as a section are confident and experienced enough to keep a step ahead. With the exponential increase in the WIE membership base and the number of active WIE AGs, we are strong in the battlefield. Owing to the rapid growth of technology space within the country, it is currently rich with experienced resource persons who are already willing to join hands with us for such initiatives.

The IEEE Women in Engineering International Leadership Summit provides professional women in technology, whether in industry, academia, or government, the opportunity to create communities that fuel innovation, facilitate knowledge sharing and provide support through highly interactive sessions designed to foster discussion and collaboration. IEEE WIE ILS 2017 focuses on providing leading-edge professional development for mid-level and senior women. 2015 in Chennai ,India and 2016 in Dubai ,United Arab Emirates IEEE Women in Engineering Leadership Summits were extremely successful and have made an outstanding impact on communities around the globe.

In the year 2017 Sri Lanka also got the chance to carry the baton forward in this elegant journey. The summit will span for two days and throughout those days, car clinic - How to repair your vehicle specially for ladies, IEEE societies introductions, IEEE WIE Student Branch Affinity Groups' Exhibition booths, IEEE SIGHT and Humanitarian activities introduction, session on Nutrition and exercise for a healthy life, Speak for success - speech crafting session, Let's dance/sing session and keynotes/video messages will take place.

The summit will also include a career fair as well asspeeches on topics like Innovation and Entrepreneurship, Emerging Technologies, Leadership & Inspiration, Empowerment.

SIGHT initiative in the summit

1. Case study on the problems faced by the rural women in Sri Lanka.
2. Present the problems in the Summit (ex: video clips).
3. IEEE WIE Student Branch Affinity Groups propose solutions for the problems as a team work on the Summit itself.
4. Implementation throughout the year and results showcased at the R10 Humanitarian summit 2018 which will be held in Sri Lanka.

IEEE WIE International Leadership Summit 2017 Sri Lanka

Vision

We envision a future where synergy of knowledge, skills and attitudes of a vibrant community of men and women are used for the betterment of the humanity.

Mission

Our mission is to inspire and empower women in the STEM fields for taking the initiative and leadership in achieving the change they wish to see in the world.

Objectives

- Networking - Strengthen the network among WIE volunteers in the region while getting a better understanding about the organization and available opportunities.
- Skills enhancement - Enhance professionalism, leadership and teamwork of participants to uplift the individuals and the organization.
- Technology Breakthroughs - Provide the platform for participants to get updated with the latest trends and share their experience for their mutual betterment.
- Women in Engineering - Emphasize the need of women's active involvement further for the field and to empower them to achieve their targets.
- Economic and Social Aspects - Advocate the imperative relationship between the socio economic aspects of technological advancements.

Date

7-8th October 2017

Venue

Hotel Berjaya, Mount Lavinia, Sri Lanka

Why Sponsor IEEE WIE International Leadership Summit?

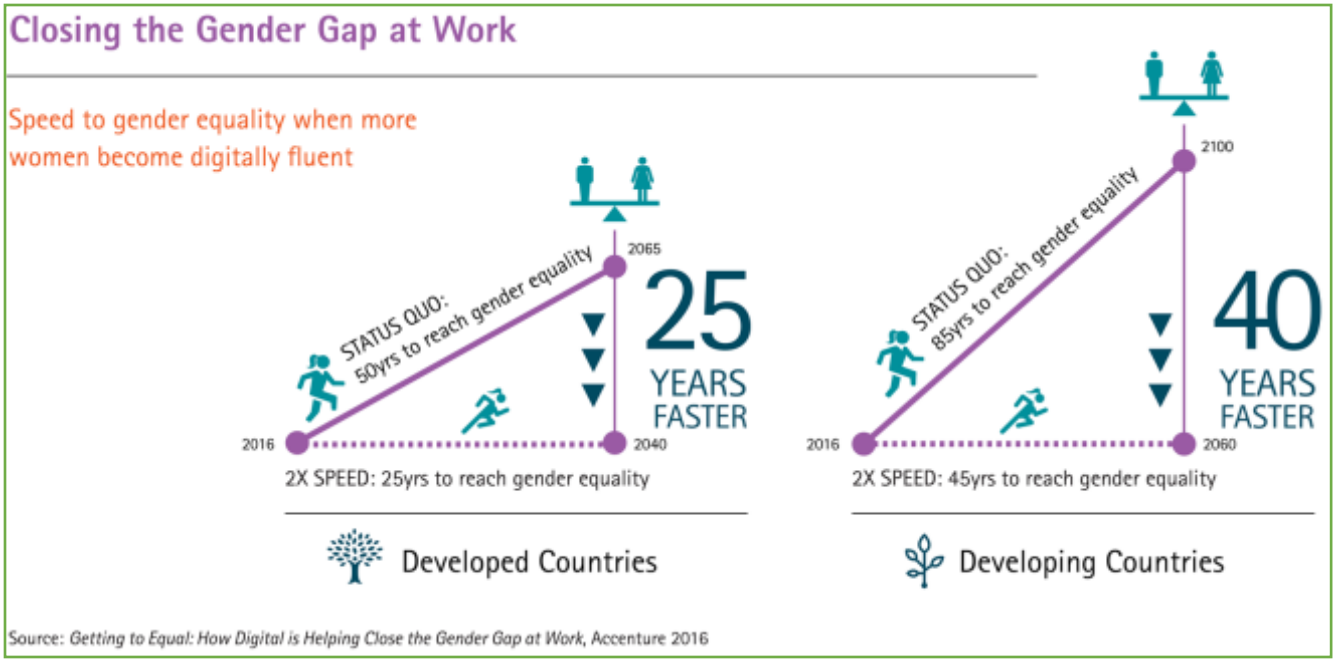
Benefits for the country

Impact to Sri Lanka as a country

When striving towards the ultimate goal of becoming a developed nation, it is of strategic importance for Sri Lanka to envision to be Asia's next knowledge hub. In this context, IEEE WIE International Leadership Summit 2017 will be an ideal platform to promote this concept.

This is the first time Sri Lanka is going to host a technology oriented IEEE WIE ILS 2017 of this scale in Sri Lanka and this will definitely result in tremendous new opportunities. At the moment, technological aspects as well as leadership qualities among people especially women in the country are growing, yet have a meagre impact to the country's economy which needs to be improved significantly in order to gain sustainable competitive advantage as a country. The leverage we gain from the summit will bring about a new perspective for the Sri Lankan technological development and for Sri Lankan young women in a wide variety of disciplines.

On the other hand this will pave the way to promulgate the technological advances and innovations happening in the country at the local level to the whole world. This will definitely draw the attention of international investors which will help to boost the Sri Lankan economy. Moreover this acts as a source of international exposure for Sri Lankans who are willing to grab on.



Impact to IEEE WIE Sri Lanka Section

Organizing a massive event like this in Sri Lanka is a very challenging task which requires continuous commitment and dedication. But IEEE WIE Sri Lanka Section has a proven track record and the capability to showcase our potential to the whole world through this summit. As a budding section with a lifespan of a bit more than 10 years, we have already shown our calibre which is described more in detail under the "IEEE WIE Sri Lanka Section" chapter of this document. That has made the International executives have faith upon us to host the grand event. Successful completion of the summit is definitely going to bring great recognition to us and open up new avenues letting our members explore more and more in the IEEE WIE community.

Impact to Sri Lankan participants

It is a great chance and a privilege for all the Sri Lankan participants to witness such a grand event in their home country itself. Being the host nation will allow more members from the country to take part in the summit. Most of the participants will be the young IEEE WIE members who will have the responsibility of driving the country forward in the near future. The experience they gain by participating in this will be one of a kind and it will add great value to their professional careers. The network they develop will play a major role in their future endeavours.

Benefits to the Sponsor

Be exposed to an International audience with a huge potential

Having representatives from almost all the world, the IEEE WIE ILS 2017 Sri Lanka will allow our sponsors to reach an international audience to promote their brand. With a wide variety of participants representing number of fields, the synergies that could be gained through this kind of promotion will be enormous which will definitely give them the competitive edge among the rest. Sponsoring this event will allow the sponsors to create an iconic image of their brand in the mindset of summit participants which will be unique and compelling.

Long Term Relationship with IEEE WIE Sri Lanka Section

IEEE WIE Sri Lanka Section wishes to maintain a long term bond with our generous sponsors who will be supporting the summit. Partnerships for future IEEE WIE Sri Lanka Section activities and events will be possible through this which will help the sponsors to reap more benefits and enhance the relationship with IEEE WIE members.

Close Association with Industry Experts

IEEE WIE International Leadership Summit 2017 Sri Lanka will be a place where industry experts in both local and international arenas get together to disseminate knowledge on cutting-edge technologies in their respective fields. This will be an excellent opportunity for our sponsors to associate with the experts and gain insight into the available pathways to grow and expand their operations.

Sponsors may sometimes get the chance to obtain expert opinions regarding their concerns which might cost a fortune if to be obtained from outside.

Get Introduced to the Vibrant Community of Young IEEE WIE Members

We believe, the high calibre, enthusiastic young volunteers from all over the country to be the most valuable asset in IEEE WIE Sri Lanka Section. The sponsors will be able to witness and identify the talents of these individuals and at the same time promote their brand to potential employees.

Sponsorship Packages

Platinum Partner (Maximum ONE)

Investment 500,000 LKR

Benefits

Website and Digital Media

- Hyperlinked company logo on the IEEE WIE International Leadership Summit "Our Partners" webpage
- Large-sized logo on IEEE WIE International Leadership Summit 2017, Sri Lanka website home page
- Logo displayed in all promotional materials.
- Logo on Facebook Page
- Logo on attendee electronic information brochure
- Logo displayed in summit kit related items.
- Logo in mass emails
- Promotional materials distributed with the summit kit

Banners

- Flags displayed at venue entrance
- Company banner stand at IEEE WIE International Leadership Summit 2017, Sri Lanka
- Logo on IEEE WIE International Leadership Summit 2017, Sri Lanka banner

Contributions to Program

- Opportunity to set up a stall at summit venue
- Short Speech/Video clip at opening ceremony
- Conduct a competition to promote the brand among participants
- Verbal acknowledgement at opening and closing ceremonies
- Prioritized opportunity to offer panellists for panel discussions
- Opportunity to present a interview panel at the Carriers Fair

Social and Networking Events

- Free summit registration for 2 delegates
- Invitation to Formal Dinner for 2 representatives (in addition to two registrants)
- Partnership for 2 future events of IEEE WIE SL Section

Other

- Logo on all IEEE WIE International Leadership Summit 2017, Sri Lanka memorabilia
- Donation of gift to attendees pack
- Access to database of résumé of all participating Summit delegates.

Gold Partner (Maximum TWO)

Investment 400,000 LKR

Benefits

Website and Digital Media

- Hyperlinked company logo on the IEEE WIE International Leadership Summit "Our Partners" webpage
- Medium-sized logo on IEEE WIE International Leadership Summit 2017, Sri Lanka website home page
- Logo displayed in all promotional materials.
- Logo on Facebook Page
- Logo on attendee electronic information brochure
- Logo displayed in summit kit related items.
- Logo in mass emails
- Promotional materials distributed with the summit kit

Banners

- Company banner stand at IEEE WIE International Leadership Summit 2017, Sri Lanka
- Logo on IEEE WIE International Leadership Summit 2017, Sri Lanka banner

Contributions to Program

- Opportunity to set up a stall at summit venue
- Verbal acknowledgement at opening and closing ceremonies
- Prioritized opportunity to offer panellists for panel discussions
- Opportunity to present a interview panel at the Carriers Fair

Social and Networking Events

- Free summit registration for 1 delegate
- Invitation to Formal Dinner for 2 representatives (in addition to the registrant)
- Partnership for 1 future event of IEEE WIE SL Section

Other

- Logo on all IEEE WIE International Leadership Summit 2017, Sri Lanka memorabilia
- Donation of gift to attendees pack
- Access to database of résumé of all participating Summit delegates.

Silver Partner (Maximum FIVE)

Investment 300,000 LKR

Benefits

Website and Digital Media

- Hyperlinked company logo on the IEEE WIE International Leadership Summit "Our Partners" webpage
- Logo displayed in all promotional materials.
- Logo on Facebook Page
- Logo on attendee electronic information brochure
- Logo displayed in summit kit related items.
- Logo in mass emails
- Promotional materials distributed with the summit kit

Banners

- Company banner stand at IEEE WIE International Leadership Summit 2017, Sri Lanka
- Logo on IEEE WIE International Leadership Summit 2017, Sri Lanka banner

Contributions to Program

- Verbal acknowledgement at opening and closing ceremonies
- Opportunity to present a interview panel at the Carriers Fair

Social and Networking Events

- Invitation to Formal Dinner for 1 representative

Other

- Logo on all IEEE WIE International Leadership Summit 2017, Sri Lanka memorabilia
- Donation of gift to attendees pack
- Access to database of résumé of all participating Summit delegates.

Bronze Partner (Maximum TEN)

Investment 200,000 LKR

<u>Benefits</u>

Website and Digital Media

- Hyperlinked company logo on the IEEE WIE International Leadership Summit "Our Partners" webpage
- Logo on Facebook Page

Banners

- Logo on IEEE WIE International Leadership Summit 2017, Sri Lanka banner

Contributions to Program

- Opportunity to set up a stall at summit venue
- Verbal acknowledgement at opening and closing ceremonies
- Opportunity to present a interview panel at the Carriers Fair

Other

- Logo on all IEEE WIE International Leadership Summit 2017, Sri Lanka memorabilia

Sponsorship Packages at a Glance

Platinum	Gold	Silver	Bronze	Sponsorship Benefits
1 Max	2 Max	5 Max	10 Max	
Website and digital media				
Yes	Yes	Yes	Yes	Logo on Facebook Page
Yes	Yes	Yes	Yes	Hyperlinked company logo on the IEEE WIE International Leadership Summit "Our Partners" webpage
Yes	Yes	Yes		Logo on attendee electronic information brochure
Yes	Yes	Yes		Logo in mass emails
Yes	Yes	Yes		Logo displayed in summit kit related items
Yes	Yes	Yes		Logo displayed in all promotional materials.
Yes	Yes	Yes		Promotional materials distributed with the summit kit
Large	Medium			Logo on IEEE WIE International Leadership Summit website home page

Banners				
Yes	Yes	Yes	Yes	Logo on IEEE WIE International Leadership Summit banner
Yes	Yes	Yes		Company banner stand at IEEE WIE International Leadership Summit
Yes				Flags displayed at venue entrance
Contributions to program				
Yes	Yes	Yes	Yes	Verbal acknowledgement at opening and closing ceremonies
Yes	Yes			Prioritized opportunity to offer panelists for panel discussions
Yes	Yes		Yes	Opportunity to set up a stall at summit venue
Yes				Short Speech/Video clip at opening ceremony
Yes				Conduct a competition to promote the brand among participants
Social and networking events				
2	2	1		Invitation to Formal Dinner
2	1			Partnership for future events of IEEE WIE SL Section
2	1			Free summit registrations

Other				
Yes	Yes	Yes	Yes	Logo on all IEEE WIE International Leadership Summit memorabilia
Yes	Yes	Yes		Donation of gift to attendees pack
Yes	Yes	Yes		Access to database of résumé of all participating Summit delegates.
500,000	400,000	300,000	200,000	Fee (LKR)

If you have an idea which is not mentioned in these packages or like to find out the other ways in which you can collaborate with us or if there are any budgetary concerns, please feel free to contact us and discuss about any possible sponsoring opportunities. We look forward to join hands with you in this endeavor.

Contact Details

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