

SWITCH 2019



**Le Caudun
Arts Center**



**March 31st,
1st June**

Event Background:

Nowadays, every second headline makes some mention of the tremendous potential AI, Blockchain or some other frontier technology can have on our worlds. However, the gender gap in our technology sector is impossible to ignore. A mere 28% of computer science degrees are earned by women. Further, female developers account for less than 25% of computing jobs, holding only 11% of executive positions at Silicon Valley companies. The lack of women in technology roles is leading to the vicious cycle where young women are reluctant about going into STEM with little inspiration, mentors or role models to identify with.

The Women Techmakers Program (WTM), a Google global program and brand for women in technology, aims to contribute to bridging the gender gap and motivating young women to enter the tech industry.

Since 2013, the Women Techmakers team has convened over 200 global events across 52 countries annually to drive visibility, community, and resources for women in technology in honour of International Women's Day (IWD).

These summits feature hands-on coding workshops, inspiring speakers, and networking opportunities. They aim at having a broad representation of attendees in tech including developers, designers, technology entrepreneurs, and many others across all phases of their careers, backgrounds, genders, and walks of life.

For the first time in Mauritius, a team of developers and technology enthusiasts led by the Women Techmakers Lead in Mauritius is working on bringing the celebration to Mauritius in the form of **the biggest Women in Technology event in Mauritius**.

The SWITCH Conference aims at:

- Initiating the creation of a female tech community in Mauritius by bringing together 350 women involved/interested in the technology sector and creating an engaging and innovative space for them to interact
- Motivating girls to join STEM by facilitating their interaction with inspiring female speakers from around the world in the field of technology
- Allowing women aiming to go for a technology related field to meet mentors and interact with other women that might be supporting them in their path.

The event is free of charge and will be a community-driven initiative to bring the best of Women in Technology from around the world to the best of women who want to pursue technology in Mauritius.

What to expect as a partner:

SWITCH conference is a platform through which women in technology share and inspire through their ideas. It is also an outstanding networking opportunity for young entrepreneurs and professionals that form out our diverse audience.

Partnering with us as a sponsor:

- Sends a clear message to the Mauritian and the wider global community that your company supports the cause of women empowerment and bridging the gender gap.
- It also says that it is amongst your company's priorities is to leave a long-lasting impact on their community.
- Provides access to influential professionals as well as internal and external networking opportunities in Mauritius and in the region. As the first of an annual conference, it is also a unique opportunity to be early backers
- Avails opportunities to make valuable contacts that could lead to sales and/or access a pool of talent to hire to from for tech-related roles

As a sponsor you will be a partner through this journey, meaning that clear communication is guaranteed. Our priority is to ensure the best **exposure** of your brand with the highest level of **professionalism**. Additionally, we are flexible to meet your demands and requirements.

Sponsorship packages:

Benefit	Titanium \$15000	Platinum \$12000	Gold \$8000	Silver \$4000
5 minutes speech/address in the opening ceremony	X			
Mentions as being the key partner in all our communications channel.	X			
Logo on photo backdrop with prominent logo pattern	X			
Logo & sponsorship acknowledgement in keynote	X	X		
Logo in conference mobile application	X	X		
Logo on T-shirts	X	X		
Logo on conference program	X	X		
Logo on picture frames (for selfies and such) with branding	X	X	X	
Logo on pre-event marketing video series	X	X	X	
Push-in custom messages	3	2	1	
Logo on tickets	X	X	X	
Logo on reception screens	X	X	X	
Branded Summary Video	X	X	X	
Logo on Backdrop photo banner	X	X	X	X
Logo on conference rollup banners	X	X	X	X
Logo exposure on all plasma screens located in the venue	X	X	X	X
Logo on website and posters	X	X	X	X
Booth Space	3m x 5m	3m x 3m	2m x 2m	2m x 2m
Special Mention on stage	X	X	X	X
Social Media Advertisement	X	X	X	X
VIP tickets	5	4	3	1
Your own Flyer and/or gadget in folder (provided by you)	X	X	X	X
Your own roll-up banners in locations of your choice	4	3	2	1

Sponsorship Slots:

Tier	Expected Contribution	Slots Available
Titanium	\$15,000	1
Platinum	\$12,000	2
Gold	\$8,000	4
Silver	\$4,000	5

Special package:

Apart from the packages listed above, you can join us as a speaker sponsor or cocktail sponsor for 2500\$ contribution. For this, you get the following advantages:

- Logo on conference rollup banners
- Logo exposure on all plasma screens located in the venue
- Logo on website and posters
- Special Mention on stage
- Social Media Advertisement
- 1 VIP ticket

*We are open to having sponsorships in alternative forms more relevant to your organisation's goal and still aligned with adding value to the conference e.g provision of a service, media coverage etc

Next Steps:

Thank you for your time and interest in contributing to supporting women in technology. Your contribution is integral to our success and we are excited about the prospect of advocating ideas and connecting people through our platform on your behalf.

Please also submit an electronic copy of your company's logo to ofdhila15@alustudent.com to ensure it will be included in all our pre-event promotional material.

Contact Details:

We are looking forward to hearing back from you within the next 7 days. Please contact [Olfa Fdhila](#) at, ofdhila15@alustudent.com or Sofonias Negussie at, snegussie15@alustudent.com