

Prospectus 2024

Presented by
Women in Technology
The University of Sydney

Table of Contents

01 About Us

02 President's Welcome

03 Events

09 Why Sponsor Us

10 Packages

About Us

Women in Technology USYD is committed to celebrating diversity, promoting equality, and nurturing the growth and achievement of women in STEM fields. With a vibrant and enthusiastic community, we are dedicated to creating a hopeful and inclusive future for women in these fields.

President's Welcome

Women In Technology at the University of Sydney ('WIT') is a vibrant society founded to empower and unify women currently completing a degree or hoping to enter the technology field. Our mission is to foster a community of curiosity, inclusion and support, creating future leaders that inspire change and challenge prejudicial standards that are limiting individuals' ability to enter the technological field.

With Sydney University being one of the most highly regarded and ranked universities in the world, our membership base is comprised of the most talented, diverse and hardworking students. At the core of our work is cultivating a community where women can uplift and encourage one another, empower and inspire curious thinkers to take ownership of their careers and ambitions and equip emerging leaders with the skills necessary to thrive in their careers.

As a student-run not-for-profit organisation, our relationship with our sponsors is intrinsically linked to the experiences of our members. As such, we are incredibly grateful for the continued and generous support of our long-term sponsors, particularly over the last few years. We are enthusiastic to welcome and work with new sponsors as we continue to serve our community.

Whilst the last few years have seen WIT adapt appropriately to challenges, In 2023 as the university transitions completely to in-person teaching, we hope to expand and revitalise our offerings. We will continue our existing range of events and ensure that we are working alongside our sponsors to create new, diverse and engaging experiences for our members.

This year, WIT aims to have forms of clear and transparent relationship with sponsors to ensure that we have a thorough understanding of your interaction with our society and its members.

Miesha Binta Noor

President at Women in Technology USYD



Events

Our listed events aim to offer educational, networking, and social incentives for WIT members and our sponsors. We prioritize engagement and interaction between participants and sponsors, and welcome suggestions for customized events that meet sponsors' specific needs. These events may be held on campus at USYD or at the sponsor's office. Hosting tailored initiatives can have a lasting impact on participants, increasing the visibility of our sponsors.

Incentives

1. Educational

Our educational events empower society members with valuable skills for personal and professional growth. Through workshops and training sessions, members acquire practical knowledge and expertise that can enhance their abilities and advance their careers.

2. Networking

Networking events provide society members with invaluable opportunities to build meaningful connections and expand their professional networks. Through these events, our members can establish relationships with like-minded individuals, gain insights from industry experts, and explore potential collaborations.

3. Social

Social events aid society members in fostering connections, building community, and developing interpersonal skills. These events promote camaraderie, networking, and personal growth, enhancing members' overall experience and engagement within the society.

1. Educational

Our educational events, including technical and professional development workshops, can aid our members in acquiring valuable skills applicable to both their professional and personal pursuits. Our programs offer technical workshops to focus on hard skills, such as UX design or Python, and professional development workshops to enhance soft skills, including resume building and personal branding. These events are particularly beneficial for members seeking internships or graduate positions in their chosen field.

LaunchPad ✨

LaunchPad is an event that aims to bring together students from different backgrounds to collaborate and create side tech projects. The event provides a platform for students to showcase their skills and creativity by working together in teams to develop innovative tech solutions.

Throughout the event, participants will work closely with one another, leveraging each other's skills and expertise to create solutions that are both technically sound and user-friendly. Teams will have access to industry experts who will provide guidance and mentorship, as well as state-of-the-art technology to help bring their ideas to life. At the end of the event, teams will compete for the title of the most innovative project. Judges will evaluate the projects based on a range of criteria, including creativity, technical merit, user experience, and impact. The winning team will be awarded a prize for their hard work and innovative thinking.

Sponsors for the LaunchPad event will receive:

- Prominent display of their name and logo on all LaunchPad marketing materials.
- Personal address at the opening speech of the LaunchPad event.
- Opportunity to volunteer a speaker to participate in the LaunchPad panel.

✨ Indicates a large event

AI Horizons

AI Horizons will feature a panel discussion with experts in the field of AI and technology. Throughout the evening, attendees will have the opportunity to gain valuable insights into the latest developments in AI technology and how these will impact the job market in the future. The panel discussion will cover topics such as the potential applications of AI in various industries, the ethical considerations of using AI in the workplace, and how companies can effectively integrate AI into their operations while minimising the impact on their employees. By providing access to industry leaders, we hope to inspire our members to think critically about the future of work and the impact of AI on the job market.

Sponsors for the AI Horizons event will receive:

- Prominent display of their name and logo on all AI Horizons marketing materials.
- Personal address at the opening speech of the AI Horizons event.
- Opportunity to volunteer a speaker to participate in the AI Horizons panel.

Tech Connect ✨

Tech Connect involves a series of events and workshops in collaboration with other academic societies, including the data society, robotics club, engineering associations and more. These events aim to expose our members to the vast and diverse scope of tech career paths available in various fields. These events and workshops will feature a range of interactive activities, including presentations from industry leaders, hands-on workshops, and networking sessions. Attendees will also have the chance to connect with members from other academic societies, forging new connections and strengthening our university community. We believe that these collaborative events will provide a comprehensive and engaging experience for members looking to expand their knowledge and career prospects.

Sponsors for the Tech Connect event will receive:

- Prominent display of their name and logo on all Tech Connect marketing materials.
- Opportunity to volunteer speakers to participate in any Tech Connect panels.
- Opportunity to volunteer experts to contribute to any Tech Connect workshop activities.

✨ Indicates a large event

2. Social

Our social events, including industry nights, provide members with a chance to engage with individuals who share similar interests, forge significant connections, and sustain a well-rounded social life throughout the semester. These events also serve as a platform for society members to spread the word about sponsored events or opportunities, effectively promoting our sponsors.

UniConnect ✨

Our student mixer is a collaborative event that brings together members from similar societies, such as Women in STEM, Network of Women, Women in Engineering, Women in Finance, and Women in Science from various universities. We believe that this is a fantastic opportunity for our members to interact with individuals from other universities, share their passions and interests, and make new connections.

There will be a range of activities and entertainment on offer, including music, games, and refreshments. Throughout the evening, there will be opportunities for members to meet and chat with representatives from other universities, learn more about their activities, and even exchange ideas about potential collaborations. This is an excellent chance for students to broaden their horizons, explore new interests, and make meaningful connections with like-minded individuals from different universities.

Sponsors for the UniConnect event will receive:

- Prominent display of their name and logo on all UniConnect marketing materials.
- Opportunity for representatives and recruiters to network at the UniConnect event.

✨ Indicates a large event

STEM SpeedMeet

STEM Speed Meet offers a dynamic and engaging speed meet session for students interested in STEM fields. Through rotating stations, participants will have the opportunity to connect with members from various STEM backgrounds. The event provides a fun and inclusive environment for networking and building connections. It allows for members to expand their network, exchange ideas, and forge new friendships with like-minded individuals who are passionate about STEM.

Sponsors for the STEM SpeedMeet event will receive:

- Prominent display of their name and logo on all STEM SpeedMeet marketing materials and in the annual events publications.
- Personal address at the opening speech of the STEM SpeedMeet event.

Annual Mentoring Program ✨

This program provides students with the opportunity to connect with older students and ask questions about assignments, co-curricular activities, and balancing part-time work with university. A program launch will be held to introduce mentees to their mentors, as well as a coffee meet-up for students to network.

Sponsors for the Annual Mentoring Program will receive:

- Prominent display of their name and logo on all Annual Mentoring Program marketing materials.
- Personal address at the opening speech of the Annual Mentoring Program launch event and other get-togethers.
- Sponsorship banner displayed at the Annual Mentoring Program launch event and other get-togethers.

✨ Indicates a large event

3. Networking

Our networking events offer members the opportunity to connect with like-minded individuals, build valuable professional relationships, and expand their networks. These events facilitate meaningful interactions that can lead to career opportunities, mentorship, and lifelong connections. Additionally, networking events serve as a platform for members to promote sponsored events or opportunities, effectively showcasing our sponsors to a targeted audience.

Industry Insights

Industry Insights is a careers panel series focused on providing students with the ability to visit tech company sites within to gain first-hand insight into the day-to-day operations of a company or organisation. This enables to students to gain a better understanding of the current industry and the skills required to succeed within it.

Sponsors for the Industry Insights event will receive:

- Opportunity to conduct a tour of their organisation and host a panel discussion.
- Prominent display of their name and logo on all Industry Insights marketing materials pertaining to the visit to their organisation.

Women's Networking Breakfast

The Women's Networking Breakfast will serve as the launchpad for our Women's Mentoring Program, where students can meet their mentors and interact with members of the profession in an informal setting. Participants in the annual Mentoring Program will be invited to attend along with all students studying in a tech field.

Sponsors for the Women's Networking Breakfast event will receive:

- Opportunity to host the Women's Networking Breakfast event.
- Opportunity for representatives to attend the Women's Networking Breakfast event.
- Prominent display of their name and logo on all Women's Networking Breakfast marketing materials.
- Sponsorship banner displayed at the Women's Networking Breakfast Event.

Why Sponsor Us?

Engage with a diverse and unreached demographic

Our emerging society engages with a demographic of the university that had previously not been reached. With the total number of students in the Faculty of Engineering and Information Technology being 4021, only approximately 30% are female. Sponsoring WIT enables your organisation to support a generational revolution towards equality. Our society aims to provide a safe and supportive space for all members to develop both soft and hard skills, while also working towards improving social stigmas surrounding technology. With your support, we aim to enrich the university experience and inspire the next generation of technology-driven, socially conscious leaders. Together, we can create a more inclusive and diverse community that values and fosters innovation in this rapidly evolving industry.

Competitive sponsorship packages

Our young society offers sponsorship packages at highly competitive rates, providing your company with an opportunity to engage with talented and passionate students at a lower cost. As we aim to expand our community and provide valuable up-skilling opportunities for our members, we are committed to offering further outreach programs this year. Despite our low rates, WIT is supported by a dedicated and experienced committee and subcommittee that ensures smooth communication and collaboration in organising and promoting your desired events. Whether it be in-house, on-campus, or virtual, WIT is committed to delivering both efficient and effective services that ensure success.

Packages

Package	Description	Price
Platinum	<ul style="list-style-type: none"> • Large-sized logo displayed on the WIT USYD website • Subscription to the monthly WIT USYD newsletter • 1 large event and 2 small events • Priority when inviting panellists 	\$2,500
Gold	<ul style="list-style-type: none"> • Medium-sized logo on the WIT USYD website • 1 large event and 1 small event 	\$1,500
Silver	<ul style="list-style-type: none"> • Small-sized logo on the WIT USYD website • 1 small event 	\$500

General

As a sponsor, you will have the opportunity to support our mission while gaining visibility and recognition for your brand. Our sponsorship packages offer a range of benefits, from logo placement and social media promotion to advertising at O-Week and speaking opportunities. Each package is tailored to fit different needs and budgets, ensuring that there is an option for every organisation. By becoming a sponsor, you will be joining a community of like-minded individuals and businesses who are committed to making a positive impact.

Advertising

WIT USYD provides sponsors and partners with the opportunity to engage with our members via a variety of online and physical platforms and mediums. Our social media accounts and website continue to engage and reach a wide range of audiences, including current and former WIT Usyd members as well as interested third parties. Our website and social media accounts will provide an advertising platform where publications and updates about society events will be available.

Contact Us

sponsorship@witusyd.com

president@witusyd.com