



TechNova

Sponsorship Package



University of Waterloo's First
Women+ in Tech Hackathon



Prepare with Us

Aug 24-27, 2021

Hack with Us

Aug 27-29, 2021

Connect with Us

Aug 24-29, 2021

 August 24-29, 2021

 Virtual Event

 itstechnova.com

 sponsors@itstechnova.org

About TechNova

Women only make up **19.5%** of the board members and hold just **25%** of jobs in the technology industry. Many underrepresented genders struggle to break into the industry due in a large part to discrimination, lack of representation and imposter syndrome.

TechNova aims to change this.



Community



Create



Career

We are hosting the first global women-in-tech hackathon at the University of Waterloo. We envision a more gender-equitable future in Technology by **creating** a safe, inclusive, and empowering **community** for women and other gender minorities in technology to start, grow, and build their **careers** in technology.

Event Structure

This inaugural event has three parts:

- **Prepare with Us** – Bootcamp to prepare students for education & careers in technology
- **Hack with Us** – Virtual 36 hour hackathon & mentorship to bring the hackers' ideas to life
- **Connect with Us** – Career fair to network with students, organizers & industry professionals

For students of all backgrounds who identify as women or other underrepresented genders.

August 2021

Tue. 24	Wed. 25	Thur. 26	Fri. 27	Sat. 28	Sun. 29

Prepare with Us (Red bar, covers Aug 24-27)

Hack with Us (Teal bar, covers Aug 25-28)

Connect with Us (Purple bar, covers Aug 26-29)

Partnerships

We are working with the University of Waterloo's



Women in Computer Science (wics)

David R. Cheriton School of Computer Science



Women in Engineering (WiE)

Faculty of Engineering

Impact



~250
attendees



100%
women+

Southeast Asian

15%

East Asian
60%

South Asian
10%

Caucasian
15%

TechNova
Team

Potential access to:



3.8K+
UW Engineering &
CS Students



85%
BIPOC *

* on the TechNova team

Stories



"I have zero tech experience, so knowing there is an event like TechNova designed for people like me makes me feel like I am in the right place and have the community and support I need."

Kaylee, incoming first year student



"When I came into university, I met some of my closest friends through women in tech communities. I felt safe and included seeing others like me succeed ~ so I knew I could do it too."

Caroline, third year student

Join us as a Sponsor

Access to
Top
Talent

Build
Brand
Reputation

Get
Product
Feedback

Ranked as the **#1** most innovative university for **28** years with top Computer Science and Engineering programs, the University of Waterloo is committed to creating a more gender-equitable future for the leaders of tomorrow, by fostering a culture of diversity and inclusion.

Sponsorship Tiers

	Startup email us	Bronze \$2500	Silver \$5000	Gold \$7500
Recruiting & Networking				
Sponsor Booth	●	●	●	●
Career Fair Info Package	●	●	●	●
Mentors	●	●	●	●
Representatives on platforms	2	3	4	6
Resume Bank of interested students			before	before
Filter by student interest				●

Marketing & Branding

Newsletter	●	●	●	●
Website Logo	●	●	●	●
'Swag Bag' Items	●	●	●	●
Social Media Assets	●	●	●	●
Women+ in Tech Post			●	●
Website Highlight	+\$750	+\$750	●	●
Social Media Takeover *	+\$500	+\$500	+\$500	●

Prizes & Engagement

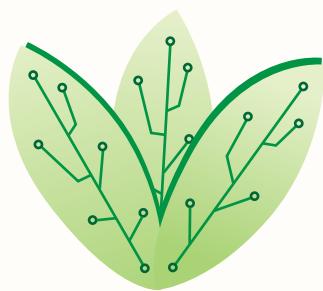
API Prize	●	●	●	●
API Workshop	●	●	●	●
Custom Workshop *	+\$1000	+\$1000	+\$1000	●
Panel Judge				●
Stage Time				30 secs

Add-Ons

Mini Competition (during hackathon) *	+ \$750	* limited quantity
Prehack Contest *	+ \$1000	
Themed Prize *	+ \$1500	

Let's Chat!

- ✉️ sponsor@itstechnova.org
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We acknowledge that much of our work takes place on the traditional territory of the Attawandaron (Neutral), Anishinaabeg and Haudenosaunee peoples.