TechNova

Sponsorship Package

University of Waterloo's
Women+ in Tech Hackathon

📅 August 23-28, 2022

📍 Hybrid Event

🌐 itstechnova.org

✉️ sponsors@itstechnova.org

wie
WOMEN IN ENGINEERING
UNIVERSITY OF WATERLOO

WiCS
WOMEN IN COMPUTER SCIENCE

UNIVERSITY OF
WATERLOO

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 host the only 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 event has three components:

- **Prepare with Us** - Bootcamp to prepare students for education & careers in technology
- **Hack with Us** - Hybrid 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 2022

Tue. 23	Wed. 24	Thur. 25	Fri. 26	Sat. 27	Sun. 28

Prepare with Us

Hack with Us

Connect with Us
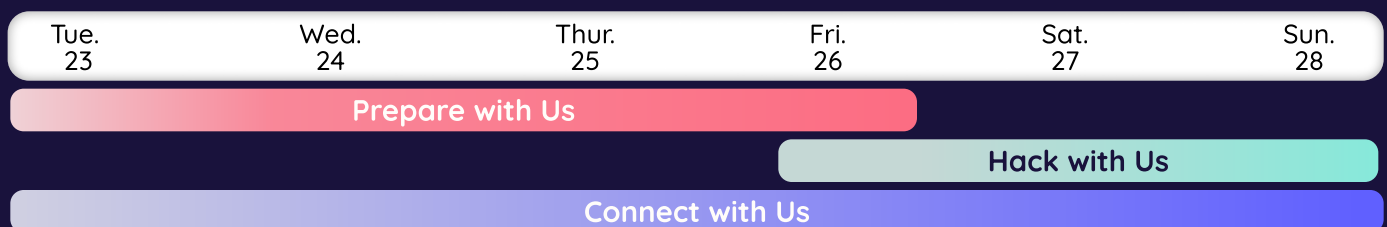
Partnerships

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

Our numbers from last year:

~500 attendees

70+ projects

80 mentors

Potential access to :

3.8K+ UW Engineering & CS Students

Stories

"Competing in TechNova was a great experience! I loved working with my teammates on the unique problem at hand where we got to exercise our coding, business presentation and problem solving skills. I'm super excited to see what they do this year."

Ananya, Bright Beginnings, Best Hack for Social Good by Cockroach Labs

"I learnt many new technical skills during the workshops, and learnt so much more from panelists through discussion. I attended the "imposter syndrome" and "university living" workshop, and felt a place where I belong in the tech community."

Bhavneet, Levi's Tea Shop, Best Hack for Mental Health

Join us as a Sponsor

Access to Top Talent

Build Brand Reputation

Get Product Feedback

With over **500** hackers last year from the University of Waterloo, the **#1** most innovative university for **28** years, and across the globe, join us in fostering a gender-equitable future in the tech industry and creating opportunities through workshops and events to reach talented and diverse participants.

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
Prehack Contest *	+ $1000
Themed Prize *	+ $1500

* limited quantity

Blast off with us!

✉ sponsor@itstechnova.org

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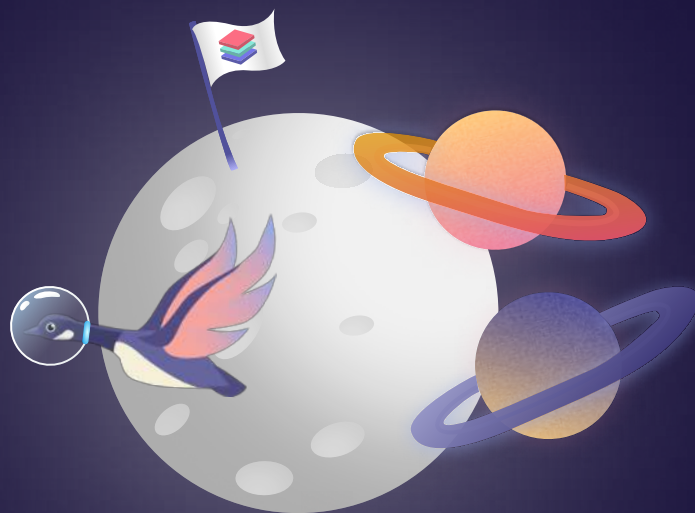
We acknowledge that much of our work takes place on the traditional territory of the Attawandaron (Neutral), Anishinaabeg and Haudenosaunee peoples.