



# Sponsorship Package

University of Waterloo  
Women+ in Tech Hackathon

**Sept 22-24 2023**

In-person + Optional Virtual Components

Female-identifying individuals (Cis & Trans Women), non-binary, and other gender minorities

 [itstechnova.org](https://itstechnova.org)

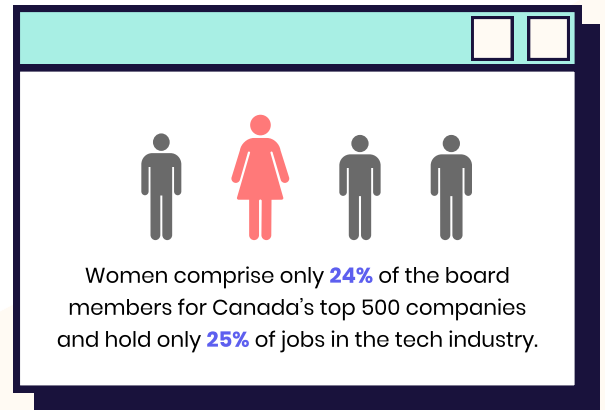
 [sponsors@itstechnova.org](mailto:sponsors@itstechnova.org)

# Our Story

## Problem

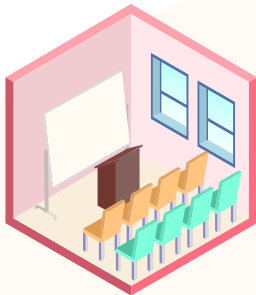
Although women+ make up half of the population and workforce, **they remain a minority in positions of leadership and technical careers.**

Technova aims to change this.



## Our Values

**As a community, we have the responsibility to pave new avenues for women+ in technology and leadership by empowering them with the skills, resources, and network they need to succeed.**



Community



Create



Career

## About TechNova

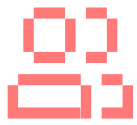
TechNova is hosting its third iteration of the University of Waterloo's official Women+ in Tech hackathon. We strive to promote inclusivity and opportunities for women and other gender minorities in the tech industry, a traditionally male-dominated field, to provide a safe space to learn and grow.

Our hackathon will provide students with professional opportunities to develop the skills they need to make their ideas a reality. We are working with Women in Computer Science (WiCS) from the Cheriton School of Computer Science to bring this event to life.

## Our Partner



# Impact



~350

Event Attendees 2022



40+

Projects Completed



30+

Mentors in our Network



3,800+

UW Engineering & CS Students  
in our Extended Community

## Testimonials



If I could join TechNova every year I would It's such a memorable experience for persons of all types of backgrounds and all levels of experience. I was able to meet such talented people from other countries and I learnt a lot.

-- **Rehannah Baptiste, Team A!ERT**

Through Technova Hackathon I made new connections and friends. I had the opportunity to connect to tech companies as well which is great when one is thinking to start a career in tech.

-- **Rheea Maistry, RECYCLE-IT**



## Why Sponsor TechNova?

Join us in fostering a **gender-equitable future in the tech industry** by creating opportunities through workshops and events to reach **talented and diverse participants**. With over 350 attendees last year from the University of Waterloo, the #1 most innovative university for 28 years, and across the globe, TechNova is a valuable partner and organization to sponsor.

Access to  
Top Talent

Brand Rep.  
and  
Awareness

Get  
Product  
Feedback

# Sponsorship Tiers

Startup email us	Bronze \$2500	Silver \$5000	Gold \$7500
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## Recruiting & Networking

Sponsor Booth	★	★	★	★
Career Fair Info Package	★	★	★	★
Mentors	★	★	★	★
Company Representatives on Platforms	2	3	4	6
Resume Bank of Interested Students			★	★
Filter by Student Interest				★

## Marketing & Branding

Newsletter to Mailing List	opportunities	opportunities	feature	spotlight
Website Logo	small	small	medium	large
Sponsored Swag Bag Items	○	○	○	○
Social Media Stories	○	○	○	○
Certificate of Donation	virtual	virtual	virtual	+physical
Women+ in Tech Post			○	○
Website Sponsor Showcase	+\$750	+\$750	○	○
Social Media Take Over*	+\$500	+\$500	+\$500	○

## Prize & Engagement

API Prize	○	○	○	○
API Workshop	○	○	○	○
Custom Workshop*	○	○	○	○
Stage Time at Opening Ceremony				30 secs
Panel Judge				○

## Add-Ons

Mini Competition (during hackathon)*	+\$750
Sponsor Our Themed Prize*	+\$1500

\* limited quantity

# Contact Us

Thank you for your interest in supporting TechNova.



Email:  
[sponsors@itstechnova.org](mailto:sponsors@itstechnova.org)



Website:  
[itstechnova.org](http://itstechnova.org)



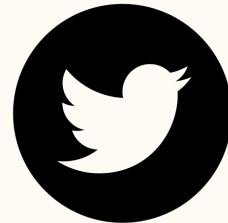
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We acknowledge that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples.