# TechNova

# Sponsorship Package

## University of Waterloo
## Women+ in Tech Hackathon

**Sept 27–29 2024**

**In-person** + Optional Virtual Components

Female-identifying individuals (Cis & Trans Women), non-binary, and other gender minorities
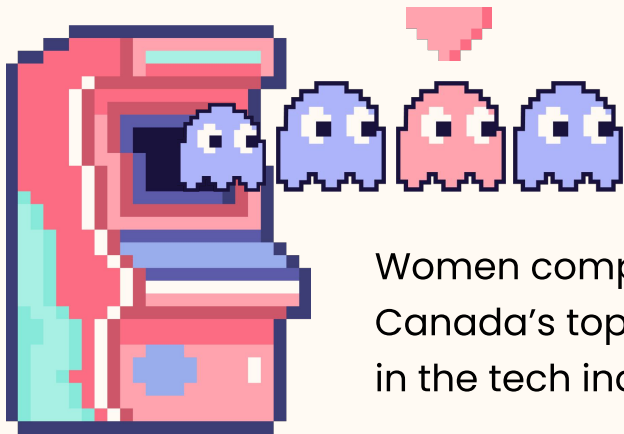
🌐 **itstechnova.org**

✉ **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.** Many underrepresented genders face different obstacles when breaking into the tech industry and are discouraged from furthering a career due to a variety of factors. Technova aims to change this.

Women comprise only **24%** of the board members for Canada's top 500 companies and hold only **25%** of jobs in the tech industry.
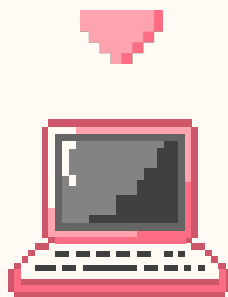
## Our Values

**As a community, we have the power to pave new avenues for women in technology and leadership and ensure they feel empowered.**

Community                    Create                    Career

## About TechNova

TechNova is hosting its fourth 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.

# Impact

**200+**
Event Attendees 2023

**35+**
Projects Completed

**25+**
Mentors

**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**
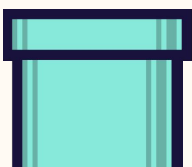
> I loved the energy from the organizers and I've never been in a room with so many women interested in tech. It truly inspired me to step up and realize I belong in this field as a woman. Thank you so much TechNova for reminding me why I even chose this path. **-- Anonymous Hacker from Technova 2023**
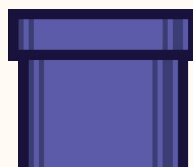
## Why sponsor TechNova?

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 200 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.
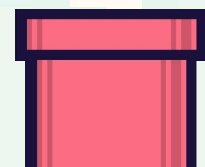
**Access to Top Talent**

**Brand Rep. and Awareness**

**Get Product Feedback**

# Sponsorship Tiers

| | Startup <br> email us | Bronze <br> $2500 | Silver <br> $5000 | Gold <br> $7500 |
|---|---|---|---|---|
| **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 |

# Contact Us

## Thank you for your interest in supporting TechNova.
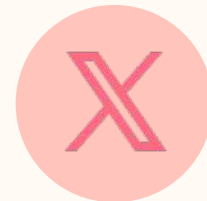
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**X:**
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We acknowledge that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples.

## Our Partners

WATERLOO | MATHEMATICS
**WICS**
WOMEN IN COMPUTER SCIENCE

**wie**
WOMEN IN ENGINEERING
UNIVERSITY OF WATERLOO