



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

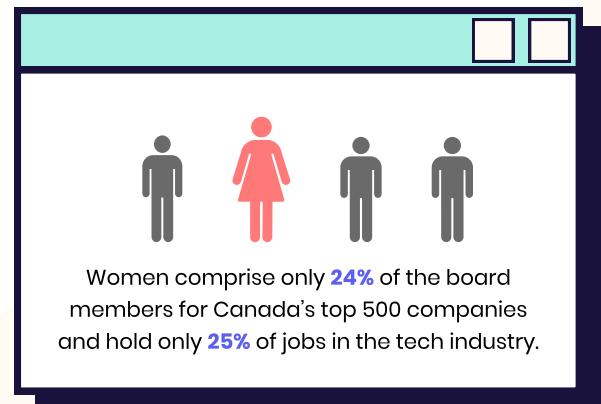
✉️ sponsors@itstechnova.org

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

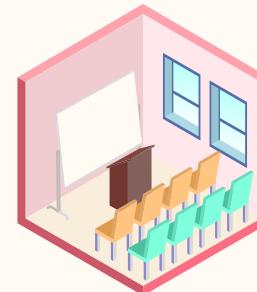
As a community, we have the responsibility to pave new avenues for women+ in technology and leadership by empowering them with the skills, resources, and network they need to succeed.



Community



Create



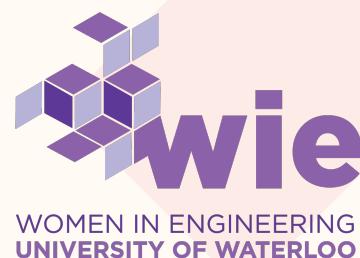
Career

About TechNova

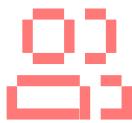
TechNova is hosting its third iteration of the University of Waterloo's official Women+ in Tech hackathon. We strive to promote inclusivity and opportunities for women and other gender minorities in the tech industry, a traditionally male-dominated field, to provide a safe space to learn and grow.

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 Partners



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.

-- Rhea 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 |
|--|---------------------|------------------|------------------|----------------|
|--|---------------------|------------------|------------------|----------------|

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 | | | | ○ |

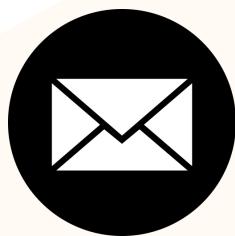
Add-Ons

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

* limited quantity

Contact Us

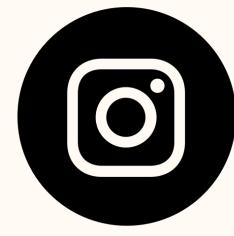
Thank you for your interest in supporting TechNova.



Email:
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Website:
itstechnova.org



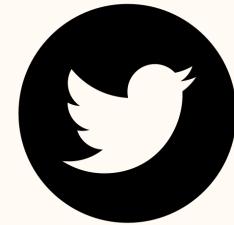
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We acknowledge that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples.