



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

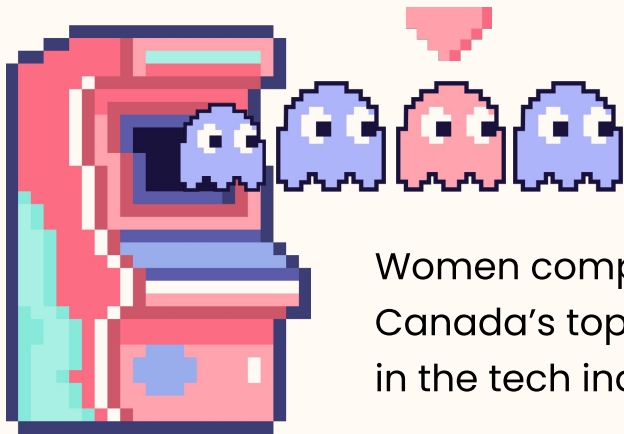
 itstechnova.org

 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.

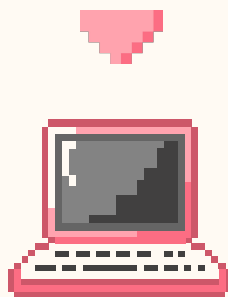


Our Values

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**

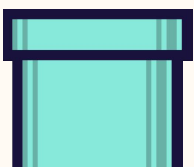
I loved the energy from the organizers and I've never been in a room with so many women interested in tech. It truly inspired me to step up and realize I belong in this field as a woman. Thank you so much TechNova for reminding me why I even chose this path. -- **Anonymous Hacker from Technova 2023**



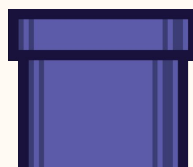
Why sponsor TechNova?

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.

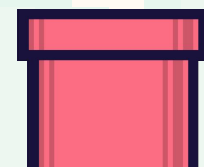
Access to
Top Talent



Brand Rep. and
Awareness



Get Product
Feedback



Sponsorship Tiers



	Startup 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

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.



Email:
sponsors@itstechnova.org



Website:
itstechnova.org



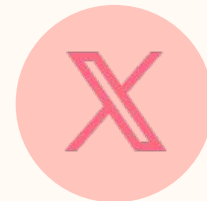
Instagram:
[itstechnova](https://www.instagram.com/itstechnova)



Linkedin:
[itstechnova](https://www.linkedin.com/company/itstechnova)



Facebook:
[itstechnova](https://www.facebook.com/itstechnova)



X:
[itstechnova](https://twitter.com/itstechnova)

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

Our Partners

