



<she/hacks>

PARTNERSHIP PACKAGE

Amplifying female leadership
and participation in technology

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ABOUT WITS

At WITS, our mission is to amplify female leadership and participation in technology.

The data is clear- 39% of STEM graduates are female, 53% of Canadian technology companies have absolutely no female executives (Statcan, 2011). We recognize this lag, and have responded by growing a community where members can find access to the network, skills, mentorship and opportunities necessary to advance women in the technology sector.

It's working- our members are making an impact at **Google, Microsoft, Square, Shopify, Deloitte, Scotiabank** and more.

major impact

at a glance

150+

female
hackers
from
across
Canada



33

project
submissions

90%

had never attended a
hackathon before

\$5000



in
prizes

400+

applicants
on waitlist

25

sponsors



reached
through
our 2018
SheHacks
Facebook
campaign

WHERE WITS MEMBERS ARE MAKING A DIFFERENCE

Google **Deloitte.**  **lyft**  **shopify**  **Microsoft**

wits+

WHAT IS SHEHACKS

SheHacks Goals

WE FOSTER a welcoming and engaging space for women+ of all backgrounds to rapidly learn and explore tech.

WE LINK women to tech companies and opportunities across Canada, with our members making a difference at Microsoft, IBM, Google, TD, Palantir and more

WE ESTABLISH a space within the tech sector for diversity by growing the number of skilled, forward-thinking women, ensuring they are seen

WE EQUIP women with skills, connections, and inspiration necessary to grow as innovators, minimizing the gender gap from the ground up and leveling the playing field for all future women+ to come.

SheHacks is the **largest All-Women's Hackathon** in Southwest Ontario, hosted by Western University's Women in Technology Society. Our focus is **preparing women to thrive** in the technology industry regardless of: gender identity, background, major, or experience.

SheHacks makes technology **accessible for all**, attracting hundreds of diverse attendees and corporate leaders at the forefront of progress.

what makes SheHacks unique?

We strive to support each attendee in working to ideate, build, and pitch their own unique tech solutions.

Direct from industry experts and our partnered sponsors, attendees learn skills crucial to the tech sector today such as intro to APIs, Python, design thinking and more. Delivered through workshops and keynotes, these learnings support the ability of women to break into technology roles.

More than just technical skills, our teams leave with genuine industry connections, a fortified sense of community, and inspiration to lead.

sponsorship tiers



engaging

Send Mentors	✓	✓	✓	✓
Sponsor Booth	✓	✓	✓	✓
Custom API/Prize		✓	✓	✓
Stage Time			3 min	6 min
Custom Workshops			✓	✓
Judging Panel			✓	✓
Select Theme of SheHacks III				✓

recruiting

Send On-Site Recruiters	✓	✓	✓
Resume, Github, and LinkedIn Access		✓	✓ Advanced Access
Host Pre-Hackathon Event			✓

naming

Logo on Promotional Campaigns	✓ Low	✓	✓	✓ Primary
"Swag bag" logo and items	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓
Meals		breakfast	lunch	dinner
Social Media and Newsletter Plug			✓	✓
Feature in Video			✓	✓ Primary

Sponsorship Benefits

Custom API or Prize

A unique opportunity for your firm's custom challenge to be the focus of participants' hacking. Challenge hackers to solve real business issues facing your firm or create something amazing with your API. This benefit offers valuable exposure of your firm's products to users, and familiarizes SheHack's hackers with your firm's vision. Winning teams are hand-selected by your firm, and presented your branded prize during closing ceremonies- prizes are supplied by the sponsor and must come in sets of 4 or be shareable across a team.

Stage Time

We provide the platform for your company to speak directly with 300+ SheHacksIII attendees. Inspire the next wave of females in tech with your company's story, team or discussion of the growing possibilities of technology! We request any presentation material ahead of time, and are here to ensure A/V goes smoothly for your big moment.

Recruiting—General

Tap into top female talent by getting to know our hundreds of amazing individuals in-person through recruiting representatives as well as beforehand through a database of accepted applicants. SheHacksIII provides the perfect atmosphere and opportunity to make a lasting impression.

Workshops

Engage hackers directly, in one of the aspects they look forward to most- hands on workshops. From API's, web development, and Python, to design thinking and career skills, our participant's are hungry for knowledge. Our team will work with you well beforehand to develop an exciting, informative workshop.

Judging

The competition and awards process is key to celebrating brilliant solutions and inspiring all. Conducted by company representatives, our panel ensures that finalists are selected based on a variety of criteria for each category. At SheHacksIII, there's a suitable competition tier for everyone.

Naming

Proportional to each tier, our design team works to ensure your company's involvement and logo is effectively communicated to our hackers. From video features to t-shirts and meals, your company's name will be echoed by hundreds throughout SheHacksIII.

Sponsor Booth

Your hub for the duration of SheHacksIII, hackers will circulate and drop by to say hello, learn about what you do, and ask questions! To stand out, we recommend bringing banners, friendly representatives, and some swag for curious hackers.

The Path to Becoming a Title Sponsor

SheHacks is the largest hackathon of its kind in South West Ontario, and there is **only one Title Sponsor** closely associated with each annual event.

Recruiting: The SheHacks date is carefully selected to target high-potential students-recruiting in an early, meaningful form leading to future opportunities.

–Heighten impact with a **branded workshop, advanced access to candidates' information indicating interest, and presentation of winners as part of the judging panel.**

Naming: Through promotions with a track record of **reaching over 45,000 students**, Title sponsors can expect gain an equal amount of exposure as the SheHacks logo itself, with additional **extensive features in videos and our high engagement newsletter.**

Pre-Hackathon Corporate Event

NEW Our hackers are different- eager to form genuine relations on the basis of shared values, Title Sponsors will find that the Pre-Hackathon Corporate Event is an unmissable opportunity. Held at either a **corporate headquarters or on-campus, a select group of applicants will spend a day engaging with the core of your company, in an exclusive event.**

Theme Selection

The cornerstone of a hackathon, your **suggested theme** will guide our hackers in ideating, building, and presenting their projects. Your **themed workshop, custom project challenges, and prize**, will be a driving force behind SheHacksIII. Don't worry, we're here to help develop technical aspects and problem statements.

testimonials

“

Earlier this year, I participated in SheHacks and it was an unforgettable experience. I've always been a fan of hackathons but this is my first all-female one and I absolutely loved working with girls of all experience levels and disciplines. SheHacks provides an inclusive, welcoming and safe environment to practice our ideas, learn useful technologies, and make friends. Walking away from the event with a complete project definitely helped with my confidence and desire to participate in more hackathons in the future.



- Iris Zhou, Winner of Best Solo Hacker at SheHacks

”

“

SheHacks was such an incredible, transformative experience! During closing ceremonies, I remember leaning over to my friend and saying how amazing it was to see that every single winning team was fully female. It was so inspiring to be surrounded by like minded women with an interest in technology. What really stood out to me was how inclusive the event was - every member of my team came from a different educational background. Over the course of the day, I attended workshops, learned new coding skills, and met a bunch of amazing people I now call my friends.



- Annie Wu

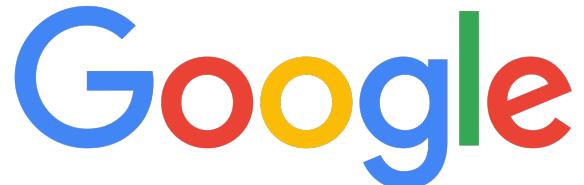


SheHacks was a great opportunity to participate in my first Hackathon. Since I had no experience coding, I was too intimidated to join a Hackathon. However, WITS ensured that SheHacks would be a positive and inclusive space for women of all skill sets to get involved. After SheHacks, I felt more confident in my capabilities in tech and since have been taking courses and workshops to improve my coding skills!

”

- Tolu Aibana

Past Partners



McKinsey&Company



Wealthsimple

Deloitte.
Digital



digital echidna

techalliance
of southwestern ontario



DMZ

Zoom.ai

wattpad



ChainSafe

Propel
Entrepreneurship | Western University



Western
Science

wits+

the team



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FLORA SUN
Director of Marketing



TIFFANY YEP
Director of Marketing



ARZOO SETHI
Director of Outreach



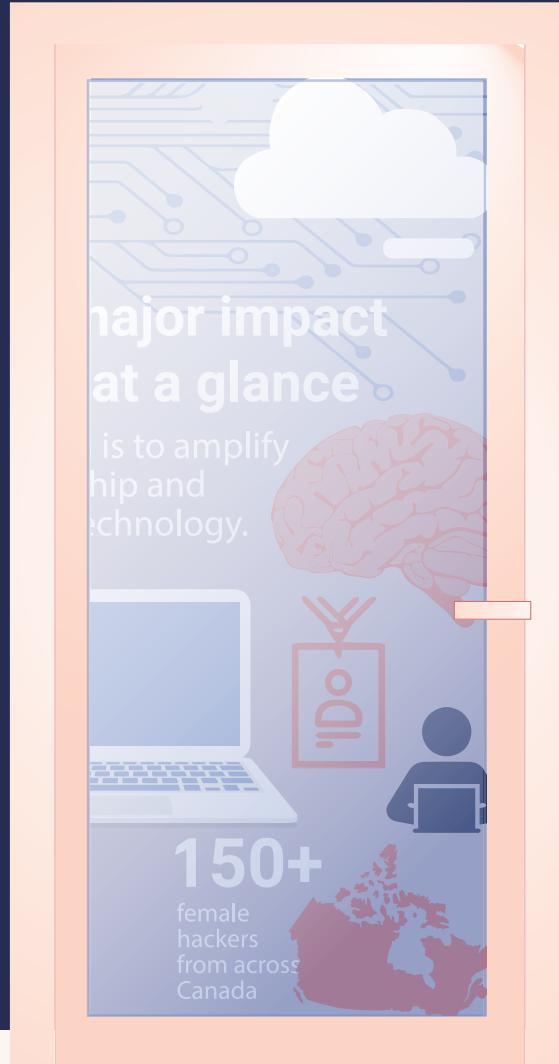
KYLIE TO
Director of Design



ESTELLE CHUNG
Director of Design



MEGHAN LO
Director of Design



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We hope this sponsorship package explains our vision for SheHacks and how we can add value to your firm. To learn more about partnering with SheHacks and WITS, please contact our sponsorship coordinators who will be happy to discuss the opportunities that suit your needs best. We greatly appreciate your interest, and hope you join us in the third annual SheHacks.

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email

shehacks.ca
website

women in technology society
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