

# 2023 Sponsorship

The Women in Tech Summit

# About

WITS, the only technical conference with all women speakers, is the conference for women working in and with technology. Through sessions tackling the latest trends in technology and innovating your career, WITS is on the cutting edge of topics leading the technology industry.

Join us for programming designed to educate, inspire and connect women in tech.

# Stats

Since WITS was founded in 2011 we've had:

**32**

## CONFERENCES

Started as a one-time conference in Philadelphia and now in 5 regions across the U.S, WITS has hosted 22 in person conferences from 2012 to 2019, and Virtual Summits in 2020, 2021, and 2022.

**12,000**

## ATTENDEES

WITS is a conference for women working on both the technical and business sides of technology.

**620**

## SESSIONS

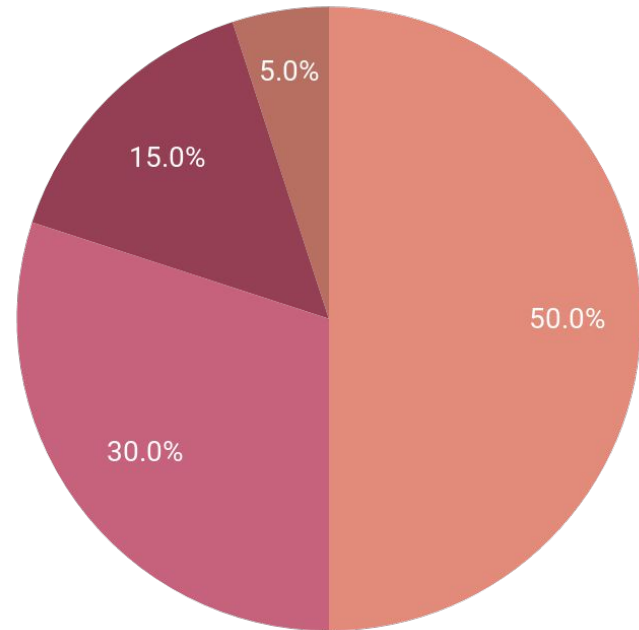
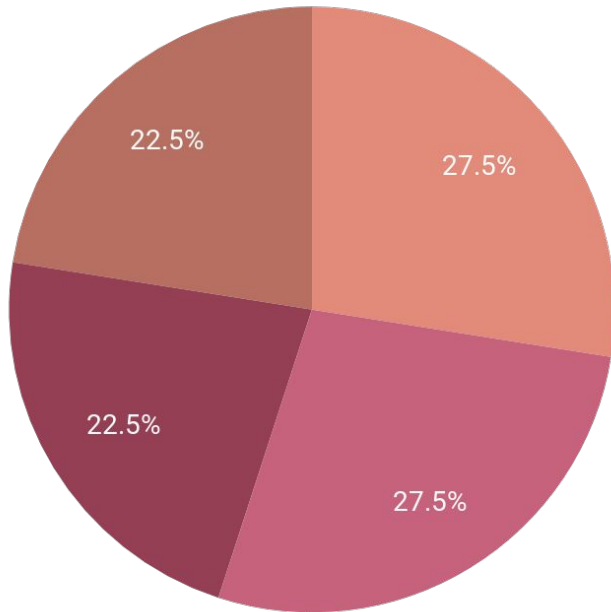
Each session at WITS is designed to focus on new trends in technology, how to innovate yourself and how to stay one step ahead.

**880**

## SPEAKERS

Each WITS speaker is an expert in her field and gives a unique vision of the latest topics in tech.

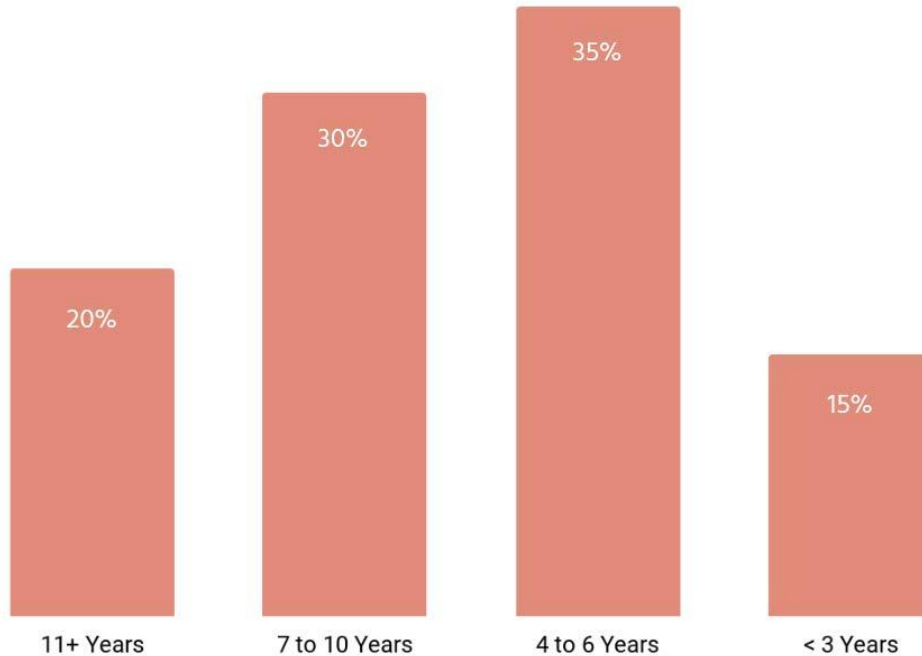
# Attendees Are:



● Business Managers ● Developers ● Project Managers ● Designers

● Mid-Career ● Managers ● Early Career ● Executives

# In the Industry For:



# Schedule

## WITS MidAtlantic

Washington, DC  
March 23-24, 2023

## WITS Northeast

Philadelphia  
April 27-28, 2023

## WITS Midwest

Chicago  
May 2023

## WITS Virtual 2023

Virtual  
July 18, 19, & 20, 2023

## WITS West

Denver  
September 22-23, 2023

## WITS Southeast

Raleigh  
November 3-4, 2023

# Sponsorship Levels

Choose the way you'd like to support WITS.

Full Year (Six Summits), Single Summit, or a Package of Multiple Summits. All Sponsorships Packages are Customized.

Platinum Sponsorship - \$100,000 / \$20,000

Gold Sponsorship - \$75,000 / \$15,000

Silver Sponsorship - \$30,000 / \$7,500

Bronze Sponsorship - \$20,000 / \$4,500

# Why be a sponsor?

## Specifically curated sessions to learn latest trends

Given the current economy companies are implementing new ways to stay ahead of competition. WITS sessions and presenters are the top of their field and we carefully select the sessions. Sponsor get special access for their women in tech to be educated, inspired and connected at the summit.

## Connect with a top tier network

## Access to top talent across the country

In the new competitive landscape recruiting the best talent is more difficult. WITS gives sponsors access to network, connect and identify top talent.



# Platinum Sponsorship

Full Year \$100,000 / Single Summit \$20,000

- Top Recognition at WITS 2023 Summit(s)
- Opportunity to customize sponsorship with WITS
- Year long direct communication with the WITS community via WITS newsletter and WITS event app
- National social media and press recognition
- Prominent exhibition space via the event app at WITS 2023 summit(s) - to include personalized sponsor page/virtual booth and premium placement in the app
- Option for pronounced exhibitor table at 2023 in-person event(s)
- 10 tickets to WITS 2023 summit(s) - 25% discount on additional tickets

(cont...)

# Platinum Sponsorship

(continued)

- Personalized connection with quality potential hires via WITS event app
- Featured profile or interview on WITS Medium and/or in WITS newsletter
- 1-Minute Video “commercial” provided by sponsor company to be played during the 2023 Virtual Summit
- Pre-Summit Email Blast: One email, provided by sponsor, to be sent by WITS to opt-in list
- Contribution to follow-up messaging to attendees of WITS 2023 summit(s)
- Maximum of 5 job postings monthly in the WITS Opportunities newsletters for 2023
- Logo & Link in prominent position on WITS Website
- Add-on Option for WITS Podcast (see below)
- 1st right of refusal for 2024

# Gold Sponsorship

Full Year \$75,000 / Single Summit \$15,000

- Select Recognition at WITS 2023 summit(s)
- Prominent logo placement on digital and physical marketing materials and signage, in WITS event app, and at in-person events
- Prominent personalized sponsor page/virtual booth in the event app for 2023 summit(s)
- Option for exhibitor table at 2023 in-person event(s)
- 30 second video “commercial” provided by sponsor company to be played a minimum of 1 time per day during the WITS 2023 Virtual Summit
- 8 complimentary tickets to the WITS 2023 summit(s)  
- 25% discount on additional tickets
- Up to 4 job postings in monthly WITS newsletters throughout 2023
- Contribution to follow-up messaging to attendees of the WITS 2023 summit(s)
- Logo and link on event website
- Dedicated social media posts across WITS social media properties
- Profile or interview on WITS Medium
- Add-on Option for WITS Podcast (see below)
- First right of refusal in 2024

# Silver Sponsorship

Full Year \$30,000 / Single Summit \$7,500

- Sponsorship recognition for WITS 2023 summit(s)
- Logo placement on digital and physical materials and signage for summit(s)
- Social media mentions across WITS social media properties
- 5 complimentary tickets to 2023 summit(s)  
- 25% discount on additional tickets
- Personalized sponsor page/virtual booth in the WITS event app for WITS 2023 summit(s)
- Logo and link on the WITS website
- Contribution to follow-up messaging to attendees of the WITS Fall 2022 Virtual Summit and WITS 2023 summits
- Option to place written materials at in-person summit(s)
- Add-on Option for WITS Podcast (see below)

# Bronze Sponsorship

Full Year \$20,000 / Single Summit \$4,500

- Sponsorship recognition for WITS 2023 summit(s)
- Logo placement on digital and print materials and signage
- Social media mentions across WITS social media properties
- 3 complimentary tickets to WITS 2023 summit(s) - 25% discount on additional tickets
- Sponsor listing in WITS event app
- Logo and link on WITS website

# WITS Podcast Sponsorship Add-on Opportunities

Podcast sponsorship add-ons are available per quarter or per year

- **Silver Level Add-on:** 30 Second pre-roll ad placement in 3 episodes of WITS podcast. Ads read by professional voiceover artist. Recognition and hyperlink placed in complementary podcast newsletters. - **4 available - \$2,000 per quarter / \$7,500 per year**
- **Gold Level Add-on:** 30 second mid-roll ad placement and sponsorship mention in both outro and intro. Recognition and hyperlink placed in complementary podcast newsletters. - **4 available - \$3,000 per quarter / \$10,000 per year**
- **Platinum Level Add-on:** Silver and Gold Benefits as above, plus guest placement for 1 interviewee on WITS podcast (per quarter). - **2 available - \$4,000 per quarter / \$15,000 per year**

# Friends of WITS Sponsorship

\$3,500

- Sponsorship recognition for one WITS 2023 Summit
- Logo placement on digital materials for one WITS 2023 Summit
- Social media mentions across WITS social media properties
- 2 complimentary tickets to one WITS 2023 Summit - 25% discount on additional tickets
- Sponsor listing in WITS event app