

# 2024 Sponsorship

The Women in Tech Summit

**A Unique Opportunity for Recruiters**

# About

WITS, the only technical conference with all women-identifying and non-binary speakers, is the conference for women-identifying and non-binary individuals working in and with technology.

WITS is on the cutting edge of topics leading the technology industry, offering sessions tackling the latest trends in technology and career innovation.

# Why Sponsor WITS?

As a recruiter, your sponsorship of WITS is not just a financial contribution; it's an investment in diversity and inclusion, a commitment to talent development, and an opportunity to position your organization as an industry leader. Here's why sponsoring WITS is a unique opportunity:

## 1. Demonstrate your commitment to diversity and inclusion

By sponsoring WITS, you're making a clear statement that your organization values diversity, equity, equality, and inclusion. This can enhance your brand image and make your organization more attractive to potential employees who value these principles.

## 2. Connect with a diverse talent pool

WITS attendees are not just diverse in terms of gender identity; they also represent a wide range of skills, experiences, and perspectives in the tech industry. As a sponsor, you'll have numerous opportunities to connect with these talented individuals, whether it's through networking events, workshops, or the event app.

## 3. Gain national recognition and exposure

WITS is a nationally recognized event, and as a sponsor, your organization's name and logo will be prominently displayed across various platforms, including the event app, newsletters, and physical signage at the event. This can significantly increase your organization's visibility and reputation within the tech industry.

## 4. Host networking events or workshops

As a sponsor, you'll have the opportunity to host networking events or workshops at your location. This is a fantastic way to showcase your organization's culture, work environment, and commitment to learning and development.

## 5. Post job opportunities

WITS sponsorship also includes the opportunity to post job vacancies in our newsletters and event app. This can help you reach a wider audience and attract applicants who may not be reached through traditional recruitment channels.

**Sponsoring WITS is more than just a financial commitment: it's an investment in your organization's future. By**

# Your sponsorship can include:

- **WITS In-Person Conference - Scheduled for Spring and Fall 2024**
- **Twice Monthly virtual events**
- **WITS and Innovation Women in-person networking events in multiple cities across the U.S. (maybe in your office!)**
- **WITS Quarterly Deep Dive Workshops**
- **The WITS and Wisdom Podcast**

# Stats

Since WITS was founded in 2011 we've had:

**38**

## CONFERENCES

What started as a one-time conference in Philadelphia is now an award-winning, national in-person and global virtual conference.

**13,000**

## ATTENDEES

WITS is a conference for women working in technical and non-technical roles, in all fields of tech, in multitudes of industries and at all levels of their careers.

**750**

## SESSIONS

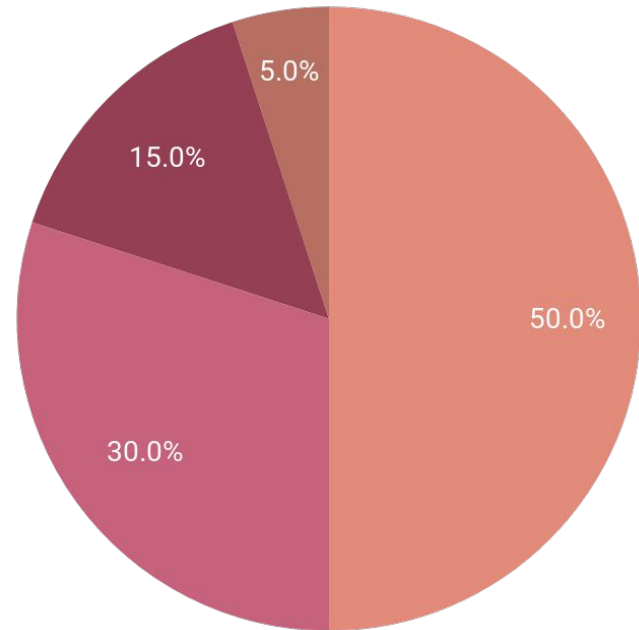
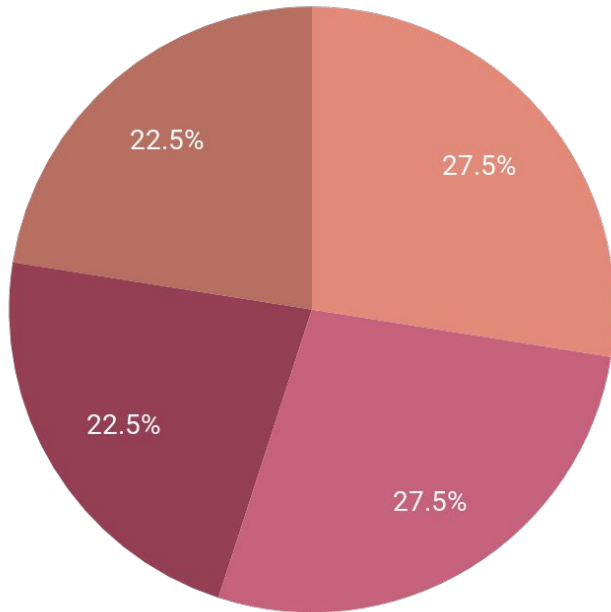
Each session at WITS is designed to focus on new trends in technology or how to innovate yourself and your career.

**1020**

## SPEAKERS

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

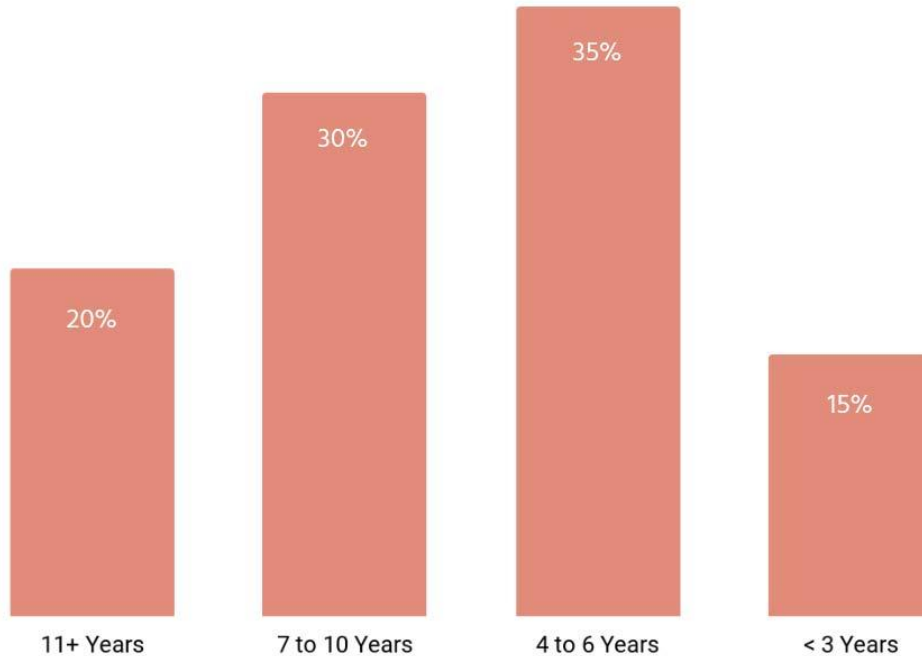
# Attendees Are:



Business Managers Developers Project Managers Designers

Mid-Career Managers Early Career Executives

# In the Industry For:



# Schedule

## Twice Monthly

Virtual Talks and  
Workshops

## Monthly

WITS & Innovation  
Women Networking  
Road Show

## Quarterly

WITS Deep Dive  
Workshops

## WITS Spring 2024

### Summit

Philadelphia  
May 2024

## WITS Fall 2024

### Summit

Location - TBD  
Fall 2024



# Sponsorship Levels

Choose the way you'd like to support WITS.  
All Sponsorship Packages are Customized.

Platinum Sponsorship - \$75,000 / \$20,000

Gold Sponsorship - \$50,000 / \$15,000

Silver Sponsorship - \$25,000 / \$7,500

Bronze Sponsorship - \$10,000 / \$4,500

Friend of WITS - \$2,500

# Platinum Sponsorship

\$75,000

**Sponsorship also available for a Single Summit with adjusted benefits - \$20,000**

- Top Recognition at WITS 2024 events
- Opportunity to customize sponsorship with WITS
- Year long direct communication with the WITS community via WITS newsletter
- National social media and press recognition
- Inclusion on signage at all 2024 in-person events
- Option to host a WITS in-person networking event or workshop at your location
- Prominent exhibition space via the event app at WITS 2024 summit(s) - to include personalized sponsor page/virtual booth and premium placement in the app
- Option for pronounced exhibitor space at 2024 in-person summits
- 10 tickets to WITS 2024 summit(s) - 25% discount on additional tickets
- Personalized connection with quality potential hires via WITS event app

# Platinum Sponsorship

(continued)

- Featured profile or interview on WITS Medium and/or in WITS newsletter
- 1-Minute Video “commercial” provided by sponsor company to be played once monthly during the WITS 2024 monthly virtual events
- 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 2024 summit(s)
- Maximum of 5 job postings monthly in the WITS Opportunities newsletters for all of 2024
- Logo & Link in prominent position on WITS Website
- One Add-on Option for WITS Podcast (see below)
- 1st right of refusal for 2025

# Gold Sponsorship

\$50,000 -

**Sponsorship also available for a Single Summit with adjusted benefits - \$15,000**

- Select Recognition at WITS 2024 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 WITS 2024 summit(s)
- Option for exhibitor table at 2024 in-person summits
- Inclusion on signage at all 2024 in-person events
- Logo and link on event website
- Dedicated social media posts across WITS social media properties
- Profile or interview on WITS Medium
- 30 second video “commercial” provided by sponsor company to be played once monthly during the WITS 2024 monthly virtual events
- 8 complimentary tickets to 2024 summit(s) - 25% discount on additional tickets
- Up to 4 job postings in monthly WITS newsletters throughout 2024
- Contribution to follow-up messaging to attendees of WITS 2024 summit(s)
- Add-on Options - WITS Podcast (see below)
- First right of refusal in 2025

# Silver Sponsorship

\$25,000

**Sponsorship also available for a Single Summit with adjusted benefits - \$7,500**

- Sponsorship recognition for WITS 2024 events
- Logo placement on digital and physical materials and signage for 2024 summit(s)
- Logo and link on the WITS website
- Social media mentions across WITS social media properties
- Contribution to follow-up messaging to attendees of WITS 2024 summits
- Personalized sponsor page/virtual booth in the WITS event app for WITS 2024 summit(s)
- Option to place written materials at in-person summit(s)
- 5 complimentary tickets to 2024 summit(s) - 25% discount on additional tickets
- Add-on Options - WITS Podcast (see below)

# Bronze Sponsorship

\$10,000

Sponsorship also available for a Single Summit with adjusted benefits - \$4,500

- Sponsorship recognition for WITS 2024 summits
- Logo placement on digital and print materials and signage
- Social media mentions across WITS social media properties
- 3 complimentary tickets to WITS 2024 summits - 25% discount on additional tickets
- Sponsor listing in WITS event app
- Logo and link on WITS website

# Friends of WITS Sponsorship

\$2,500 - single summit only

- Sponsorship recognition for one WITS 2024 Summit
- Social media mentions across WITS social media properties
- 2 complimentary tickets to one WITS 2024 Summit - 25% discount on additional tickets

# 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**