

# GROWING TECH <sup>WITH</sup> *diversity*

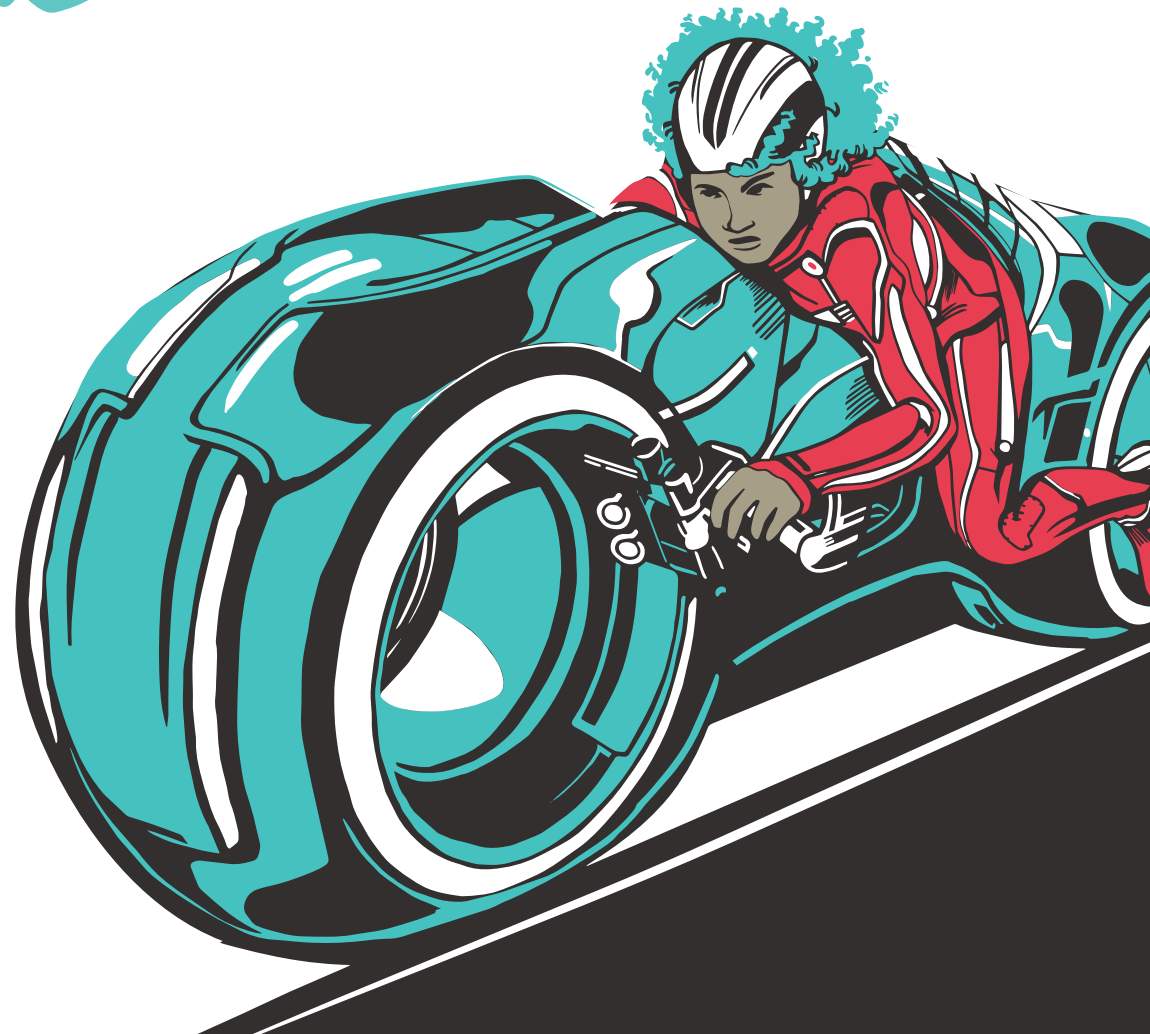
ACT-W

## SPONSORSHIP PROSPECTUS

ACT-W CHICAGO

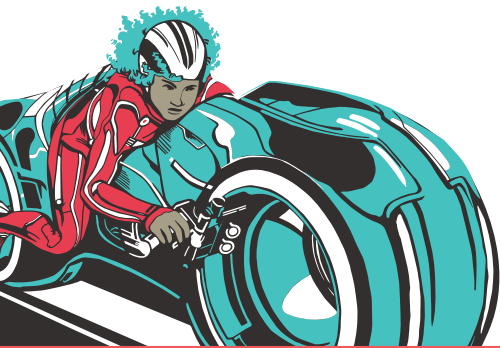
ADVANCING THE CAREERS OF  
TECHNICAL WOMEN

MAY 2019  
CHICAGO.ACT-W.ORG



# ACT-W

ADVANCING THE CAREERS OF TECHNICAL WOMEN



**MAY 2019**  
**CHICAGO, IL**

**HAROLD WASHINGTON LIBRARY**  
**400 S STATE ST, CHICAGO IL**



Presented by ChickTech, the nation's leading nonprofit in growing and retaining the number of women and girls in technology, ACT-W (Advancing the Careers of Technical Women) is an engaging conference bringing together talented tech women and allies, from beginning programmers to senior developers and C-suite executives.

## **JOIN THE MOVEMENT!**

We are seeking businesses and organizations looking to make an impact.

- FIND HIREABLE TALENT
- PROMOTE YOUR PRODUCT AND SERVICES
- PUBLICLY DECLARE YOUR COMMITMENT TO DIVERSITY

## ABOUT ACT-W

Answering to a growing demand, the ACT-W Conference is designed to help professional women network, grow their skills and discover great employers. Companies who participate as sponsors gain focused recruiting opportunities for diverse talent.



## HISTORY & EVOLUTION

**IN 2013**, ACT-W began as a 3-hour career fair in Portland, OR with 100 attendees.

**IN 2015**, ACT-W grew to a 3-day conference in both Portland and Seattle, covering a variety of topics that appealed to a broader, growing audience of attendees in all stages of their career.

**IN 2017**, ACT-W was hosted in 7 major cities across America, including New York, Boston, Los Angeles, Austin, San Francisco, and Austin, each with 200-300 attendees.

**IN 2018**, ACT-W hosted our very first national conference, bringing together women from across the country for a 3 day conference in Phoenix. We hosted our largest conference ever in Portland with over 500 attendees.

## ACT-W CHICAGO OFFERS:

- GROUNDBREAKING SESSIONS
- FORMAL TRAINING WORKSHOPS
- NETWORKING OPPORTUNITIES
- CAREER AND COMMUNITY FAIR
- HAPPY HOUR FESTIVITIES

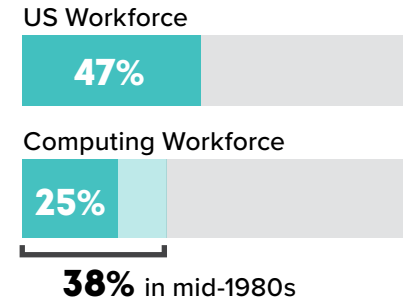
## THE CHALLENGE

A significant portion of technical women leave the tech industry every year while computing jobs are growing at 2x the national average. In fact, there are projected to be 1,000,000 more computing jobs than computer science students by 2020.

## WOMEN IN THE TECH WORKFORCE

Despite being 47% of the workforce, women make up only 25% of today's computing workforce. This is down from 38% in the mid-80's.

*According to the Bureau of Labor & Statistics.*



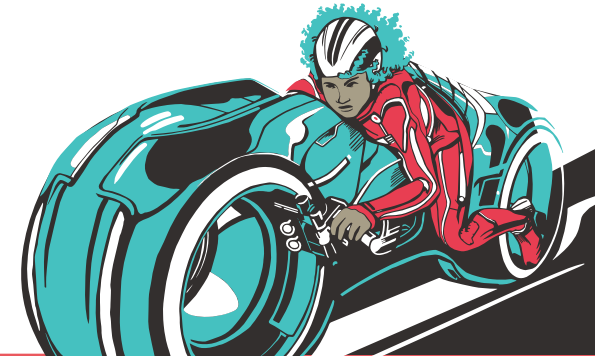
## WOMEN IN TECH EDUCATION

While women earn the majority of bachelor's degrees in the United States, women make up only 18% of undergraduate computer and information sciences degrees.

**57%** vs. **12%**  
of bachelor's degrees vs. of computer science degrees

*According to the National Center for Women & Information Technology*

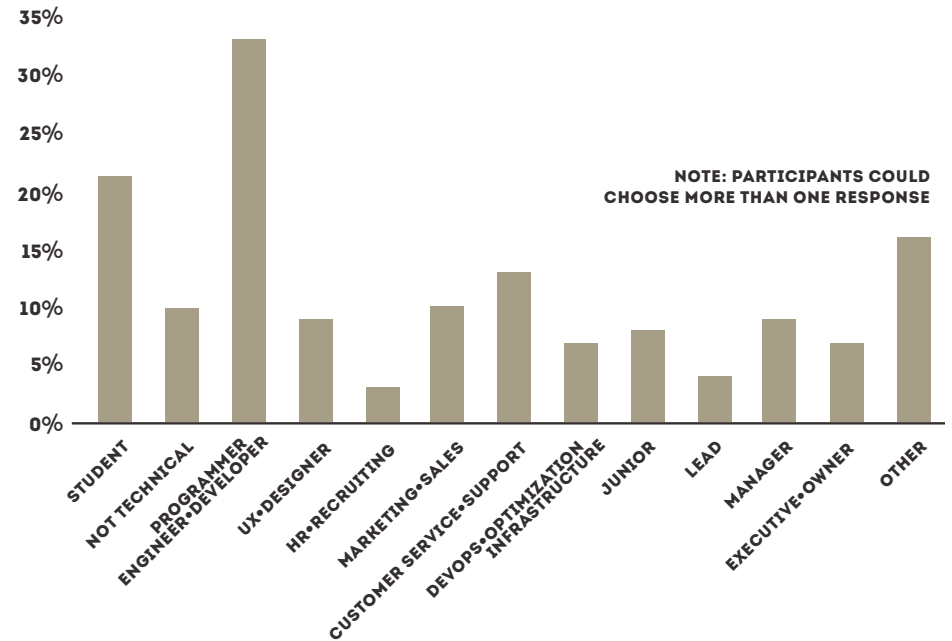
**ACT-W PROVIDES TECHNICAL WOMEN WITH OPPORTUNITIES AND COMMUNITY, HELPING PROMOTE TALENT RETENTION THAT BENEFITS ALL.**



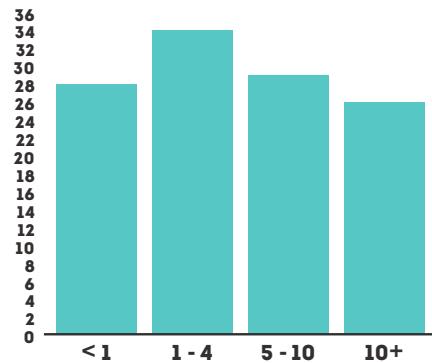
# OUR ATTENDEES



## JOB CATEGORIES OF PARTICIPANTS



## YEARS OF EXPERIENCE



## RETENTION

**93%** of attendees are excited to come back to ACT-W next year

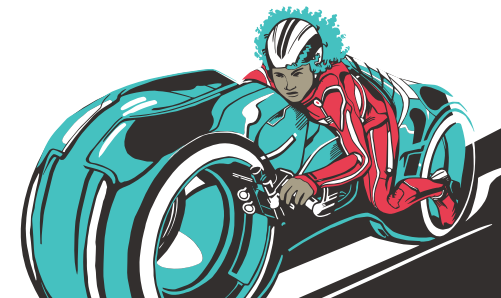
**92%** of attendees feel included, welcomed, and represented

## PAST PARTNERS

We've partnered with a wide variety of companies and organizations within the corporate and nonprofit sectors.



**JOIN US AS WE WORK TOWARDS  
CLOSING THE GENDER GAP  
IN TECH AND PREPARE FOR THE  
UPCOMING TALENT DEMAND!**



# SPONSORSHIP OPPORTUNITIES



## GOLD LEVEL CONFERENCE PACKAGE \$5,000

2 SPOTS AVAILABLE

- Guaranteed presentation opportunity
- Premium table at Career Fair
- 5 full conference attendee packages
- 25% discount off additional attendee packages
- 5 Job Posting Package (\$1,599 value)
- Prominent logo on event signage
- Opportunity to be included in attendee swag bag and event raffle
- Public MC announcement and acknowledgment as Platinum sponsor
- Inclusion on event website and marketing materials
- Social media marketing
- One-Time Featured Job Posting (\$279 value)
- (Optional) Host an ACT-W Evening co-branded event at your location

## SILVER LEVEL CONFERENCE PACKAGE \$2,500

3 SPOTS AVAILABLE

- Guaranteed presentation opportunity
- Preferred table at Career Fair
- 3 full conference attendee packages
- 20% discount off additional attendee packages
- 5 Job Posting Package (\$1,599 value)
- Logo on event signage
- Opportunity to be included in attendee swag bag and event raffle
- Inclusion on event website and marketing materials
- Social media marketing

# SPONSORSHIP OPPORTUNITIES



## BRONZE LEVEL CONFERENCE PACKAGE \$1,500

4 SPOTS AVAILABLE

- Table at Career Fair (includes 2 booth representative badges)
- 2 full conference attendee packages
- 15% discount off additional attendee packages
- Logo on room signage
- Inclusion on event website and marketing materials
- Social media marketing
- 2 Job Posting Package (\$250 value)
- ACCESS TO ADD-ON SPONSORSHIP OPPORTUNITIES (see page 9)

## CAREER FAIR EXHIBITOR PACKAGE \$500

20 SPOTS AVAILABLE

- Table at Career Fair (includes 2 booth representative badges)
- Inclusion on event website and marketing materials
- Social media marketing
- ACCESS TO ADD-ON SPONSORSHIP OPPORTUNITIES (see page 9)



# À LA CARTE SPONSORSHIP OPPORTUNITIES



## COFFEE BREAK SPONSOR \$2,000

2 Spots Available  
Connect with attendees and sponsor  
an ACT-W Coffee Break.

## BREAKFAST SPONSOR \$3,000

2 Spots Available  
Start the day off right and  
sponsor an ACT-W Breakfast.

## LUNCH SPONSOR \$7,000

2 Spots Available  
Connect with all attendees and  
sponsor an ACT-W Lunch.



# LEVEL UP YOUR SPONSORSHIP



**EXPAND YOUR REACH! IF YOU ARE CONSIDERING SILVER LEVEL AND CAREER FAIR SPONSORSHIPS, YOU CAN ADD OPTIONS BELOW TO CUSTOMIZE YOUR PACKAGE.**

## LIGHTNING TALK \$2,500

**2 Spots Available**

Present in front of our audience.

**Note: Also available to Gold level sponsors**

## EVENT RAFFLE \$500

**5 Spots Available**

Make someone's day and get direct marketing and announcements to the entire conference.

**Note: \$500+ value product/prize required**

## WELCOME BAG SWAG \$500

**5 Spots Available**

Get in the hands of every attendee and add customized swag to our welcome swag bags.

**Note: At least 500+ of product required**

## 10 JOB POSTINGS \$1,000

**20 Spots Available**

Save big and connect to the diverse community you want to reach.

**Valued at \$1,599**

## 5 JOB POSTINGS \$500

**20 Spots Available**

Save big and connect to the diverse community you want to reach.

**Valued at \$849**

## ONE-TIME FEATURED JOB POSTING \$200

**20 Spots Available**

Save big and connect to the diverse community you want to reach.

**Valued at \$279**

# ADDITIONAL UPCOMING ACT-W CONFERENCES



## ACT-W NATIONAL

May 31 - June 1, 2019  
Denver, CO

Each regional ACT-W Conference creates a community of people determined to make positive changes in the technology industries and spaces they love. This spring, we're bringing together the greatest changemakers nationwide at ACT-W National, expanding our borders and breaking down barriers to making tech better for all.

## HAVE ANOTHER SPONSORSHIP OPPORTUNITY IN MIND?

If you have other sponsorship needs, please contact us. We are happy to work with you on additional ideas or opportunities. Please email us at: [act-w@chicktech.org](mailto:act-w@chicktech.org)

## UPCOMING ACT-W REGIONAL EVENTS

**ACT-W Philadelphia**  
April/May 2019  
Location TBD

**ACT-W Portland**  
June 2019  
Portland State University

**ACT-W Houston**  
September 2019  
Location TBD

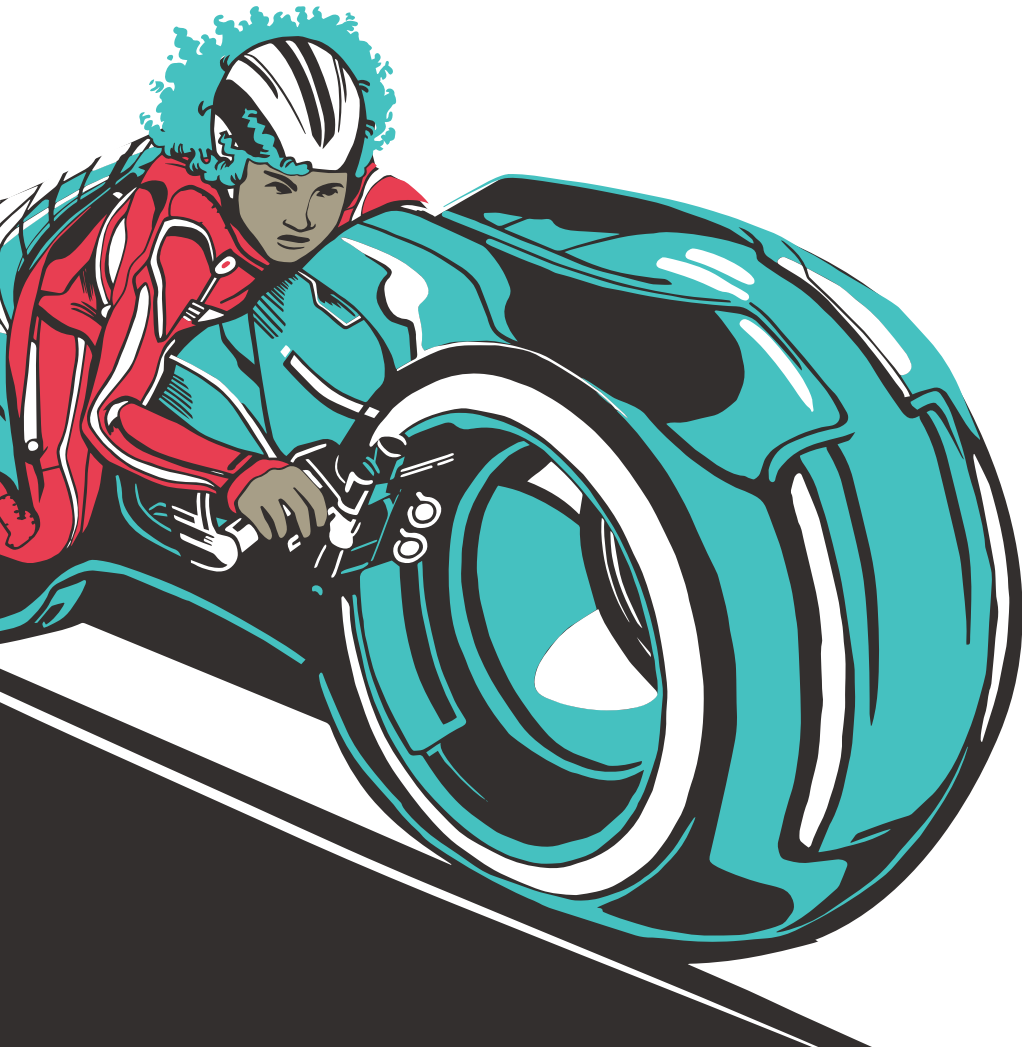
**ACT-W Seattle**  
September 2019  
Location TBD

**ACT-W Raleigh**  
September 2019  
Location TBD

For information about additional regional ACT-W event sponsorship opportunities across the nation, please contact us at [act-w@chicktech.org](mailto:act-w@chicktech.org)

# JOIN US TODAY!

-CHICAGO.ACT-W.ORG



**CREATING  
COMMUNITY**

**DEVELOPING  
CAREERS**

**SUPPORTING  
WOMEN**

**ACT-W**

ADVANCING THE CAREERS OF TECHNICAL WOMEN