

GROWING TECH

WITH
diversity

ACT-W

ADVANCING THE CAREERS
OF TECHNICAL WOMXN

ACT-W.ORG



ACT-W 2020
SPONSORSHIP
PROSPECTUS

AUGUST 26-28, 2020
VIRTUAL · ACT-W.ORG

Presented by *Chick*TECH



THE HISTORY OF ACT-W

2013 • ACT-W begins as a 3-hour career fair in Portland, OR with 100 attendees.

2015 • We expanded to host 3-day conferences in both Portland, OR and Seattle, WA, covering topics appealing to a broader, growing audience.

2017 • Conferences are held in 7 major cities across America, including New York, Boston, Los Angeles, Austin, San Francisco, and Austin, each with 200+ attendees.

2018 • Our first 3-day National Conference brought together 500+ women and allies from across the country in Phoenix, AZ.

2019 • We launched Achieving Equity, a complementary diversity and inclusion focused two-day conference in Portland, OR.

ACT-W 2020 SPONSORSHIPS

JOIN THE ACT-W MOVEMENT

Presented by ChickTech, the nation's leading nonprofit in growing and retaining womxn* of all ages in technology, ACT-W (Advancing the Careers of Technical Womxn) Conferences are engaging events bringing together talented technical womxn and allies, from beginning programmers to senior developers and C-suite executives.

What makes ACT-W unique is our focus on community and supporting attendees throughout the cycle of their tech careers. With an emphasis on inclusion, we welcome people of all genders, backgrounds, and levels of technical skills.

All proceeds from ACT-W Conferences go towards STEM education programs for under-represented high school students and spreading ChickTech's reach to create a culture of inclusion for all.

* In 2019, ACT-W began spelling womxn with an x to signal that all female-identifying individuals are included in our community. The word womxn refers to transgender, gender-queer, non-binary, and cisgender female identities.



WOMEN IN TECH TODAY

57% of bachelor's degrees are earned by women ³

18% of computer science degrees are earned by women ⁴

Women in US Workforce ²

47%

Women in Tech Workforce ⁵

25%

38% in mid-1980s

- 1: Center for Talent Innovation, 2017
- 2: Bureau of Labor Statistics, 2019
- 3: National Center for Education Statistics, 2018
- 4: NSF, Science & Engineering Indicators, 2018
- 5: US Department of Labor, 2014

ACT-W 2020 SPONSORSHIPS

WHY ACT-W MATTERS

More than half of technical womxn leave the tech industry by the mid-point of their career¹ while computer and information technology jobs are projected to grow much faster than the average for all occupations in the coming years².

We believe womxn deserve to have the support and opportunities to help fill these much-needed, high-paying jobs.

ACT-W targets the most common 'pain points' that prevent womxn from staying—or entering—the tech industry. Our conferences help both companies and workers prepare for (and implement!) a flourishing, diverse tech industry.

We can't wait to partner with you as we work towards this crucial mission of empowering womxn in tech!

“We need to understand that if we all work on inclusion together, it’s going to be faster, broader, better, and more thorough than anything we can do on our own.”

Ellen Pao — Former Reddit CEO, Current CEO and Co-Founder of Project Include



ACT-W IN 2019:

1,004
ATTENDEES

4 REGIONAL
CONFERENCES

67,000
WEBSITE VIEWS

90 PERCENT
OF ATTENDEES FELT ACT-W
SESSIONS WERE RELEVANT
TO THEIR CAREERS

OUR AUDIENCE

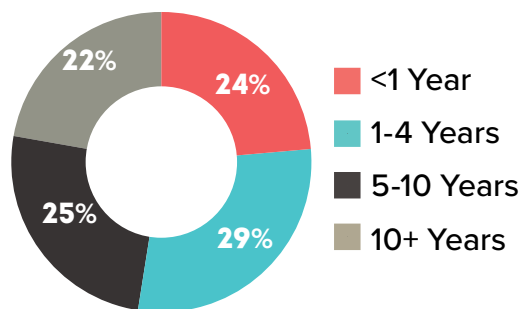
ACT-W participants are diverse, with a wide range of professions, levels of technical experience, and years in the industry represented. Our attendees are comprised of all genders and backgrounds.

As ChickTech and ACT-W work to create a movement that includes all people, diversity, equity, and inclusion are extremely important. We are committed to providing an inclusive and welcoming environment for our staff, volunteers, and program participants.

MOST COMMON JOB ROLES

- Programmer/Engineer/ Developer
- Student
- Customer Service/Support
- Marketing/Sales
- UX/Designer
- Non-Technical Role
- DevOps/Optimization Infrastructure
- HR/Recruiting

YEARS OF EXPERIENCE



RETENTION

93% of attendees are excited to return to ACT-W next year

92% of attendees feel included, welcomed, and represented



OUR CURRENT & PAST PARTNERS

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



THE SPONSOR EXPERIENCE:

- FIND HIREABLE TALENT
- PROMOTE YOUR PRODUCT OR SERVICES TO ATTENDEES
- PUBLICLY COMMIT TO DIVERSITY AND REPRESENTATION IN TECH

THE ATTENDEE EXPERIENCE:

- GROUNDBREAKING SESSIONS
- TECHNICAL SKILLS TRAINING
- NETWORKING OPPORTUNITIES
- VIRTUAL CAREER FAIR
- HEAR FROM EXPERTS IN A VARIETY OF TECHNICAL FIELDS

SPONSORSHIP OPPORTUNITIES

	PREMIERE 2 AVAILABLE	PLATINUM 3 AVAILABLE	GOLD 3 AVAILABLE	SILVER 4 AVAILABLE
Host a Featured Speaking Session or Workshop	✓			
Optional Digital Swag or Raffle Inclusion	✓	✓	✓	
Conference Tickets	8 + 25% off additional tickets	5 + 25% off additional tickets	3 + 25% off additional tickets	2 + 25% off additional tickets
Featured Main Stage Ad	90-second Video Ad	60-second Video Ad	30-second Video Ad	
Job Board Postings	10 Basic + 1 Featured (\$1,569 value)	5 Basic + 1 Featured (\$924 value)	5 Basic (\$645 value)	2 Basic (\$258 value)
Attendee Data & Resumes	Attendee resumes (pre-event); Aggregate data (post-event)	Attendee resumes (pre-event); Aggregate data (post-event)	Aggregate data (post-event)	Aggregate data (post-event)
Opportunity to Survey Attendees	Pre-Event Survey (max. 3 questions)			
Website Marketing & Blogs	Large Logo on Website; 2 Guest Blogs	Medium Logo on Website; 2 Guest Blogs	Small Logo on Website; 1 Guest Blog	Small Logo
Email Marketing	Opt-In attendee contact info; 2 dedicated email blasts	Opt-In attendee contact info; 1 dedicated email blast	Opt-In attendee contact info; Mention in newsletter	Opt-In attendee contact info
Social Media Marketing	3 Social Media campaigns (within 1 year)	2 Social Media campaigns (within 1 year)	Promotion within conference marketing	Promotion within conference marketing
ACT-W+ Ads & Webinar Opportunity	1 Webinar; 1 Video Ad/month (1 year)	1 Webinar OR 1 Video Ad/month (6 months)		
Private Meeting Room	✓	✓		
Platform Sponsor Profile	✓	✓	✓	✓
	\$25,000	\$13,000	\$9,000	\$6,000

À LA CARTE & ADD-ON SPONSORSHIPS



VIRTUAL CAREER FAIR

\$3,000 • Unlimited Availability

Promote your company's open positions or services to attendees.

- Sponsor Profile on Platform
- Small Logo on Website Sponsor Page

BUILD YOUR OWN EVENT (BYOE)

\$2,500 • 10 Spots Available

Host a co-marketed featured online social event to educate and connect with our attendees.

- Company-Branded Online Event

EVENT SCHOLARSHIPS

\$150 • Unlimited Availability

Help keep ACT-W accessible for job seekers, under-represented individuals, and students.

- Recognition on Website and in ChickTech's Email Newsletter

VIDEO AD

\$500 • 10 Spots Available

Promote your company to attendees through an engaging video ad before a conference breakout session.

- Run a 30-second ad or video message before a breakout session



JOIN TODAY!

Reach out at actw@chicktech.org to become an ACT-W 2020 sponsor!

**CREATING
COMMUNITY**

**DEVELOPING
CAREERS**

**SUPPORTING
WOMXN**

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