



*A proposal for*  
**your sponsorship**

Visit us on [www.wic.org.au](http://www.wic.org.au)



WIC's annual awards night

# About WIC, and our mission

WIC empowers all women to participate in ICT in Australia – leading the way to remove barriers, foster equality, and provide support for them to thrive

WIC is a non-profit organisation bringing people together to champion women in the ICT, Digital and STEM sector. WIC has operated to support Women in ICT since 2000.

Every year, we deliver an active schedule of events, awards and programs, with strong participation from women in the sector, and from employers from many different sectors.

Our events include our consistently popular Breakfast Speaker Series, which runs six times each year with inspiring speakers. We hold networking evenings, and our well-known WIC Annual Dinner Debate which in 2022 had over 400 attendees.

We give a number of awards to recognise exceptional and high-potential women in ICT at all stages of their career, including the WICKed Woman of the Year, and we recognise amazing work done by a male to support women in the ICT field Male Champion of Change award.

Working to foster the pipeline of women into

the profession and support these women as they establish their careers is an important focus for WIC. Through our Student Encouragement Award, we provide financial support to young women entering their first year of university in the ICT field and we also support through our Raw Magic award a woman as she leaves study and moves into the industry.

Responding to demand, WIC is continuing to grow its range of networking and training events, its work experience program for students, and its collaborations with other organisations in the Canberra region, Australia and internationally.

## Our sponsors are key partners of our work

Sponsors provide critical financial support, and access to new networks and resources to assist in helping WIC achieve its impact. We are seeing high attendance at our events and increasing interest in more WIC is proud to be able to provide increasing support options for women undertaking careers in ICT.

**Only 29%**

of Australia's IT workforce are women, lagging well behind other STEM occupations

**1%**

Is the growth rate of women in Australia's ICT sector, meaning it would take over 60 years for something approaching gender balance

**1 in 5**

IT grads in Australia are women, creating a thin pipe and losing far too much technology talent

# How we have impact

WIC supports women at all stages of their ICT career, building the pipeline of female ICT professionals, supporting their growth and connection in the ICT field, and helping them give back.



## Pre-career

“Show me the possibilities. Get me excited about the field. Support my growth.”

- ✓ Attend inspiring talks and events
- ✓ Awards to encourage students into ICT
- ✓ Financial support for female ICT students
- ✓ Participate in work experience programs



## Early career

“Help me navigate the challenges. Connect me to peers, champions and opportunities”

- ✓ Attend inspiring talks and events
- ✓ Attend training
- ✓ Awards for emerging talent
- ✓ Build a professional peer network
- ✓ Connect to potential employers and mentors



## Mid-career

“Help me grow my networks, inspire me, extend me”

- ✓ Attend inspiring talks and events
- ✓ Awards for accomplishment and leadership
- ✓ Grow professional network
- ✓ Connect to employers and potential employees
- ✓ Access speaking opportunities



## Senior-level career

“Give me opportunities to mentor, inspire and elevate others, and contribute to the pipeline of women in ICT”

- ✓ Opportunities to speak and inspire
- ✓ Connection to emerging talent and future employees
- ✓ Connect with peers
- ✓ Make a contribution to women in ICT

# Sponsors help us create impact

Sponsoring WIC not only creates impact for women in ICT and for Australia's digital and STEM capacity, but also lets you:

- ✓ Differentiate your organisation as an employer of choice in a competitive labour market, by demonstrating genuine involvement in supporting women in IT careers, making concrete changes towards gender equality in STEM and building a deeper understanding of what is needed for gender equity.
- ✓ Establish meaningful connections within the ICT industry and with potential future clients and future employees. WIC events are well attended by a broad range of government departments, industry corporates and private organisations.
- ✓ Provide unique opportunities to support women employees in your organisation through skilling and personal growth, speaking opportunities, build their personal brand and build staff engagement with event attendance, access to WIC programs and volunteering opportunities for staff.
- ✓ Get access to high-talent graduates entering the profession, having your brand present, and working with WIC on, early career activities such as university open days, scholarships and student work experience programs.
- ✓ Get promotional opportunities through presence on banners, online channels and more, promoting your company's genuine commitment to gender equity in ICT.



Hala Batainah - WIC Patron 2022

# WIC sponsorship options

	<b>Pink Diamond</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Costs</b>	\$POA	\$27,500 incl GST	\$11,000 incl GST	\$5,500 incl GST
<b>Dinner</b>	2 tables	2 tables	1 table	
<b>Breakfast Series (6 events)</b>	8 tickets	8 tickets	5 tickets	2 tickets
<b>Networking events</b>	3 tickets	3 tickets	3 tickets	3 tickets
<b>Employee access to membership prices</b>	10, sign up as individual members for free	10, sign up as individual members for free	10, sign up as individual members for free	
<b>Exclusivity</b>	Yes, one only			
<b>Dinner debate naming rights</b>	Yes			
<b>Present award (dinner debate)</b>	Yes	Yes		
<b>Rolling credit on event presentations</b>	Most Prominent Logo	Prominent logo	Standard logo	Standard logo
<b>Your logo on WIC website</b>	Most Prominent Logo	Prominent logo	Standard logo	Standard logo
<b>Social media</b>	Social media shout-outs	Social media shout-outs	Social media shout-outs	Social media shout-outs
	Profile on your business and impact	Profile on your business and impact		
	Nominated person profile			
<b>Opportunity to use WIC's logo</b>	Use WIC logo on your website			
<b>Newsletter article</b>	Sponsored article in WIC newsletter	Sponsored Article in WIC newsletter		
<b>Extending your impact</b>	Recognised as sponsor for student award nominees, logo on nominee table	A student is funded in your name to attend events	A student is funded in your name to attend events	A student is funded in your name to attend events
	A student is funded in your name to attend events			

# WIC event sponsorship options

WIC also has a number of event sponsorship opportunities, with three successful event options to choose from. Or if you have another idea, reach out to us.

	<b>Dinner Debate pre-drinks and canapes (300+ guests)</b>	<b>Breakfast event (100+ guests)</b>	<b>An evening networking event (50+ guests)</b>
<b>Costs</b>	\$7,000 incl GST	\$4,000 incl GST	\$2,500 incl GST
<b>Benefit</b>	1 table at the sponsored event	4 tickets to the sponsored event	3 tickets to the sponsored event
<b>Exclusivity</b>	Yes, one only	Yes, one only	Yes, one only
<b>Marketing</b>	Social media shout-outs Newsletter Professional photographer on the night	Social media shout-outs Newsletter	Social media shout-outs Newsletter
<b>Extending your impact</b>		A student or early career candidate is funded in your name to attend	A student or early career candidate is funded in your name to attend



WIC's highly successful breakfast series

# Take the next step

## Ready to become a sponsor?

Apply to become a sponsor by completing our [WIC Sponsorship Agreement](#)

## Want to have a conversation about sponsorship opportunities?

Reach out to us at [sponsorship@wic.org.au](mailto:sponsorship@wic.org.au) for a conversation with one of our leadership team

## Want to learn more about WIC?

Visit our website to learn more about WIC, our work and our impact at [www.wic.org.au](http://www.wic.org.au)





**wIC**

WOMEN IN ICT

<https://www.wic.org.au>