

# WOMEN IN TECHNOLOGY WA **PARTNERSHIPS**

Demonstrate your commitment to your organisational values of gender diversity and inclusion.

# 2025



[www.witwa.org.au](http://www.witwa.org.au)

# TECH [+] CONFERENCE AND AWARDS : SPONSORSHIP LEVELS

INCLUSIONS	PLATINUM	GOLD	SILVER	BRONZE	FUTURE TALENT SPONSOR	AWARD TROPHY
TICKETS (CONFERENCE + AWARDS)	16 Conference + 16 Awards	12 Conference + 12 Awards	8 Conference + 8 Awards	4 Conference + 4 Awards	8 Conference	8 Awards
INVITATION TO PRE-CONFERENCE VIP SPEAKER EVENT	✓	✓	✓	✓	✗	✗
PRIME SEATING	✓	✓	✗	✗	✗	✗
EXHIBITION SPACE	Prime space	Prime space	Standard space	✗	✗	✗
SPEAKING OPPORTUNITY AT WITWA EVENT DURING THE CALENDAR YEAR (SUBJECT TO ALIGNMENT WITH EVENT THEME AND APPROVAL BY WITWA; SALES PITCHES EXCLUDED)	✓	✓	✓	✗	✗	✗
STAGE BANNER PLACEMENT AT CONFERENCE	✓	✓	✓	✓	✗	✗
VIP TO PRESENT TROPHY AT AWARDS	✗	✗	✗	✗	✗	✓
LOGO/COMPANY NAME ON AWARDS TROPHY	✗	✗	✗	✗	✗	✓
LOGO DISPLAYED ON MEDIA WALL & SCREENS AT AWARDS	✓	✓	✗	✗	✗	✓
LOGO DISPLAYED ON MEDIA WALL & SCREENS AT CONFERENCE	✓	✓	✓	✓	✓	✗
DISCOUNT ON ADDITIONAL TICKETS TO CONFERENCE & AWARDS FOR STAFF	30%	25%	20%	20%	✗	10%
PROMOTION OF INITIATIVES ON SOCIAL PLATFORMS AND A WITWA SPEAKER (UP TO 2 HOURS)	4 initiatives	2 initiatives	✗	✗	✗	✗
BRANDING ON TABLE	✓	✓	✓	✓	✓	✗
<b>SHARED INCLUSIONS</b>						
Logo & links on WitWA website	✓	✓	✓	✓	✓	✓
Inclusion across digital event collateral	✓	✓	✓	✓	✓	✓
Social media exposure via our LinkedIn, Facebook, Twitter and Instagram channels before and after the event	✓	✓	✓	✓	✓	✓
Email mentions in our promotional email campaigns to members before and after the event	✓	✓	✓	✓	✓	✓
Verbal acknowledgments during the events	✓	✓	✓	✓	✓	✓
Logo displayed on digital screens inside the venue	✓	✓	✓	✓	✓	✓
Access to professional event photos taken at Conference and/or Awards (as applicable)	✓	✓	✓	✓	✓	✓
Total Value (excluding GST)	\$50,700	\$36,300	\$24,600	\$18,640	\$14,500	\$18,640
Sale Price (excluding GST)	\$36,000	\$26,000	\$12,000	\$6,000	\$8,000	\$10,000
Available	1	5	10	14		17

# AWARD TROPHIES AVAILABLE FOR SPONSORSHIP

## SPECIAL CATEGORIES

- Tech [+] Star Award
- Regional Role Model
- Youth Role Model
- Outstanding Senior Leadership
- People's Choice
- Outstanding Allyship

## ADDITIONAL CATEGORIES

- Audio Visual Sponsor
- Networking Drinks
- Catering
- Parent Room

## TECHNICAL CATEGORIES

- Sales, Marketing & Business Support
- Advocacy, Community & Volunteering
- AI, Robotics, Data & Analytics
- Cyber, Security & Privacy
- Design, Analysis & Product Management
- Architecture, Development & QA
- Digital Creativity & Game Tech
- Entrepreneurship & Innovation
- Delivery, Project Management & IT Support
- STEM Academia & Research
- STEM/ STEAM/ Digital Educations in School



We invite your organisation to join us as a WITWA partner, sponsor or collaborator to effect meaningful change in 2025.

To become a sponsor or to find out more, reach out to [suvarna.arora@witwa.org.au](mailto:suvarna.arora@witwa.org.au)  
[www.witwa.org.au/connect/partner-with-us/](http://www.witwa.org.au/connect/partner-with-us/)



# OTHER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP TYPES	SALE PRICE	INCLUSIONS
TechTrails (Low Socio School)	\$10,000+GST	<ul style="list-style-type: none"> <li>Includes the costs of delivery, travel, accommodation, printing etc</li> <li>Keynote or All Day Speaker opportunity</li> </ul>
TechTrails (Any School)	\$12,000+GST	<ul style="list-style-type: none"> <li>Includes the costs of delivery, travel, accommodation, printing.</li> <li>Up to 2 paid speakers at up to \$1000 per speaker</li> <li>Keynote or All Day Speaker opportunity</li> </ul>
Event Sponsor	\$6,500+GST	<ul style="list-style-type: none"> <li>Speaking opportunity for up to 2 staff aligned to theme and approved by WiTWA</li> <li>Logo/Organisation name included in event digital marketing campaign;</li> <li>Acknowledgement as Event sponsor, with link to website) across all social media (LinkedIn, Facebook, X and Instagram) and in email mentions in promotional campaign sent directly to our 8500+ members.</li> <li>Banner placement during event.</li> <li>Introductions to key stakeholders / event attendees.</li> <li>Event day verbal acknowledgement as Event sponsor; logo included on presentation slide deck.</li> </ul>
Venue Sponsor	in kind	Provided when we are not able to secure an Event Sponsor
Catering Sponsor	at cost (up to \$5,000)	<ul style="list-style-type: none"> <li>Logo/Organisation name included in event digital marketing campaign;</li> <li>Acknowledgement as Catering sponsor, with link to website) across all social media (LinkedIn, Facebook, X and Instagram) and in email mentions in promotional campaign sent directly to our 8500+ members.</li> <li>Banner placement during Event.</li> <li>Introductions to key stakeholders / event attendees.</li> <li>Event day verbal acknowledgement as Venue sponsor; logo included on presentation slide deck (shared with Venue sponsor).</li> </ul>
STEMpower Sponsor (Coming soon)		<ul style="list-style-type: none"> <li>Fund a resource to keep the platform relevant and up to date circa. \$100,000.</li> <li>Alternatively, individual section sponsors: Learning modules, Careers, Resources and Events circa. \$25,000</li> </ul>
Media Sponsor	\$45,000+GST	<ul style="list-style-type: none"> <li>Covers the annual costs of WiTWA's ongoing media and marketing costs.</li> <li>Acknowledgement as WiTWA's Media Sponsor across all social media (LinkedIn, Facebook, X and Instagram) and in email mentions in promotional campaign sent directly to our 8500+ members.</li> </ul> <p>(excludes publications that are required by a specific Grant)</p>



2025

# ALL STAR SPONSOR (1 SPOT ONLY)

## Why our new All Star Sponsor is a Game-Changer for Sponsors

The ultimate sponsorship package, offering the highest level of visibility, access, and engagement across all of WitWA's programs and events. This package ensures maximum exclusivity, exposure, and influence.

**Total Value:** \$146,800+GST

**Sale Price:** \$100,000+GST

Multi-Year deals available:	Discount	Price Per Year	Total Price
1 year	NO DISCOUNT	\$100,000+GST	\$100,000+GST
2 years	5% DISCOUNT	\$90,000+GST	\$180,000+GST
3 years	10% DISCOUNT	\$90,000+GST	\$270,000+GST



# INCLUSIONS (All Star Sponsor)

## Exclusive Premium Benefits

- Recognised as Exclusive WiTWA Partner
- Keynote Speaking Opportunity: Opportunity for a high-profile speaking slot at the Conference (subject to alignment with Conference theme and approval by WiTWA; sales pitches excluded)
- Feature Article in Newsletter & Website: Exclusive profile on their commitment to diversity and tech
- Full-Page Ad in Digital Event Program
- Exclusive Media Exposure: Premium branding on all promotional materials, media walls, and interviews (in line with WiTWA branding or WiTWA co-branding as approved by WiTWA)

## Tickets & VIP Access

- 24 Conference Tickets (3 tables)
- 24 Awards Tickets (Prime-positioned VIP table)
- VIP Access & Private Reception: Exclusive networking with speakers, executives & VIP guests

## Event & Schools Sponsorship

- Event Sponsor (Value \$10,000): Ability to host one premium event with full branding & speaking slots
- Schools Program #1 & #2 (Value \$15,000): Sponsor a full school engagement program, including paid speakers

## Branding & Exposure

- Exclusive Branding on Main Stage & All Screens
- Exhibition Space: Premium double-size booth at the Conference
- Premium Placement in All Digital & Print Collateral

## Promotion & Engagement

- Dedicated Social Media Campaign (Value \$20,000+):
- 6 key initiatives promoted across LinkedIn, Twitter, Facebook & Instagram
- Dedicated WiTWA speaker (up to 4 hours) at internal or external events
- Video Feature: Provided by Sponsor up to 3 minutes, highlighting their commitment to diversity in tech (shown at Conference)

## Additional Benefits

- 20% Discount on Full-Price Event Tickets for Calendar Year (excludes Conference & Awards tickets)
- First Right of Renewal for Sponsorship in Future Years

# 2025

## FUTURE CATALYST SPONSOR

### Why consider our new Future Catalyst Sponsorship

This sponsorship ensures the long-term sustainability of WiTWA, supporting ongoing programs, operations, and initiatives that drive diversity in technology.

**Total Value:** \$96,800+GST

**Sale Price:** \$60,000+GST

Multi-Year deals available:	Discount	Price Per Year	Total Price
1 year	NO DISCOUNT	\$60,000+GST	\$60,000+GST
2 years	5% DISCOUNT	\$57,000+GST	\$114,000+GST
3 years	10% DISCOUNT	\$54,000+GST	\$162,000+GST



# INCLUSIONS (Future Catalyst Sponsor)

## Core Recognition & Branding

- "Future Catalyst Sponsor" Naming Rights: Recognized as a key supporter of WiTWA across all communications.
- Premium Logo Placement: Year-round branding on all event collateral, website, and promotional materials (excluding Conference & Awards)
- Exclusive Feature in Annual Report & Website: Highlighting their contribution to long-term impact

## Tickets & VIP Access

- 12 Conference Tickets (1.5 tables)
- 12 Awards Tickets (VIP seating)
- Invitation to Exclusive Strategy & Impact Roundtable with key industry leaders

## Thought Leadership & Engagement

- One Thought Leadership Article or Video Feature provided by the Sponsor on a topic approved by WiTWA shared across WiTWA channels
- WiTWA Speaker (up to 3 hours) at the sponsor's internal event or conference
- Ability to Co-Design a STEM or Tech Initiative with WiTWA (may include STEMpower where aligned and approved by WiTWA)

## Discounts & Perks

- 30% Discount on Full-Price Event Tickets for Calendar Year
- First Right of Renewal for Sponsorship in Future Years

