

# ACT-W

ADVANCING THE CAREERS OF TECHNICAL WOMEN

## ACT-W NATIONAL 2020 SPONSORSHIP PROSPECTUS

JUNE 19-20, 2020  
PORTLAND, OR  
[NATIONAL.ACT-W.ORG](http://NATIONAL.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** | ACT-W 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 very 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.

## JOIN THE ACT-W MOVEMENT

**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) Conferences are engaging events bringing together talented technical women 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 providing local high school girls with STEM education programs and spreading ChickTech's reach to create a culture of inclusion for all.



## WOMEN IN TECH TODAY

**57%** of bachelor's degrees are earned by women <sup>3</sup>

**18%** of computer science degrees are earned by women <sup>4</sup>

Women in US Workforce <sup>2</sup>

**47%**

Women in Tech Workforce <sup>5</sup>

**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

## WHY ACT-W MATTERS

**More than half of technical women** leave the tech industry by the mid-point of their career<sup>1</sup> while computer and information technology jobs are projected to grow much faster than the average for all occupations in the coming years<sup>2</sup>.

**We believe women 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 women from staying—or entering—the tech industry. Our conferences help both companies and workers prepare for (and implement!) a flourishing, diverse tech industry.





## 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

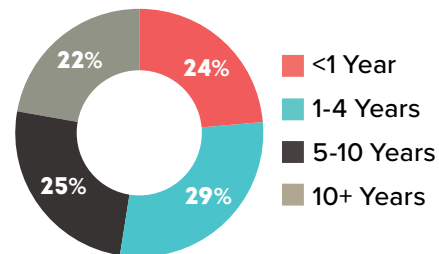
## OUR AUDIENCE

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

### 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





### THE SPONSOR EXPERIENCE:

- FIND HIREABLE TALENT
- PROMOTE YOUR PRODUCT OR SERVICES TO HUNDREDS OF ATTENDEES
- PUBLICLY DECLARE YOUR COMMITMENT TO DIVERSITY

### THE ATTENDEE EXPERIENCE:

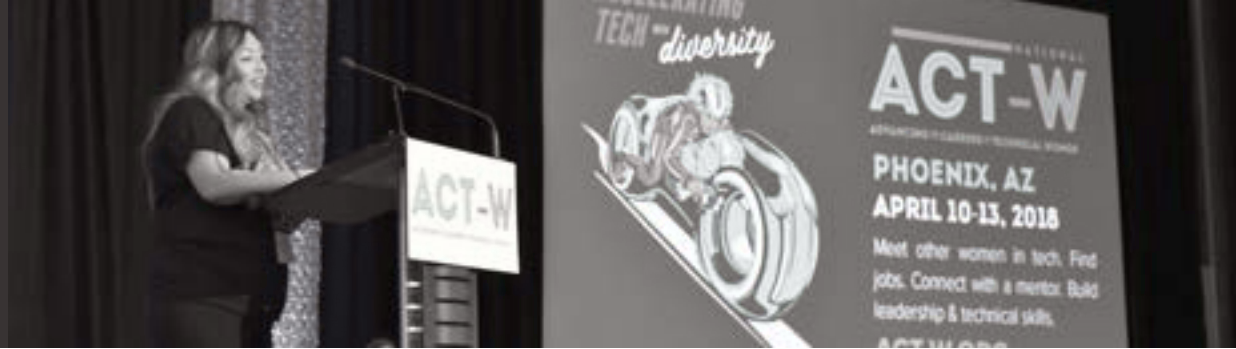
- GROUNDBREAKING SESSIONS
- FORMAL TRAINING WORKSHOPS
- NETWORKING OPPORTUNITIES
- CAREER AND COMMUNITY FAIR
- HAPPY HOUR FESTIVITIES

## 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:



# SPONSORSHIP OPPORTUNITIES



	<b>PREMIERE</b> 2 AVAILABLE	<b>PLATINUM</b> 3 AVAILABLE	<b>GOLD</b> 3 AVAILABLE	<b>SILVER</b> 4 AVAILABLE
Host a Workshop or Speaking Session	✓			
Presentation Opportunity	✓	✓	✓	
Swag Bag and/or Raffle Inclusion	Optional	Optional	Optional	
Conference Tickets	5 (\$495 value)	5 (\$495 value)	3 (\$297 value)	2 (\$198 value)
Additional Ticket Discount	25%	25%	20%	15%
ChickTech Job Board Postings	10 Basic + 1 Featured (\$1,569 value)	5 Basic + 1 Featured (\$924 value)	5 Basic (\$645 value)	2 Basic (\$258 value)
Event Signage	Main Event + T-Shirts Prominent Logo	Main Event Large Logo	Main Event Small Logo	Breakout Room Signage Logo
Table at Career Fair	Premium Location	Premium Location	✓	✓
Website Marketing	Large Logo & Feature	Large Logo	Medium Logo	Small Logo
Other Marketing	Social Media + Email	Social Media	Social Media	Social Media
	<b>\$25,000</b>	<b>\$13,000</b>	<b>\$9,000</b>	<b>\$6,000</b>

# SOCIAL MOMENT SPONSORSHIPS



## BENEFITS

Connect with attendees one-on-one and in small groups.

Display your company's logo in high-traffic areas of our conference during food and networking breaks.

Provide much-needed fuel for a day of inspiration, empowerment, and education!

### 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.

### COFFEE SPONSOR \$1,200

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

### HAPPY HOUR SPONSOR

**EXCLUSIVE: \$2,500**  
1 Spot Available

**SHARED: \$1,250**  
2 Spots Available

# À LA CARTE SPONSORSHIPS



## CREATE YOUR OWN

Don't see the option you're looking for, or hoping to bundle sponsorships together? We're happy to create a custom package for you! Please contact us at [act-w@chicktech.org](mailto:act-w@chicktech.org)

### RAFFLE OR SWAG BAG \$500

**5 Spots Available**  
Make someone's day and show off your favorite product or service.

### CAREER FAIR TABLE \$3,000

**20 Spots Available**  
Includes table in a standard location, social media & website marketing.

### SPONSOR A STUDENT \$500

**Unlimited Availability**  
Help keep ACT-W as accessible as possible to underserved youth.

### LIGHTNING TALK \$2,500

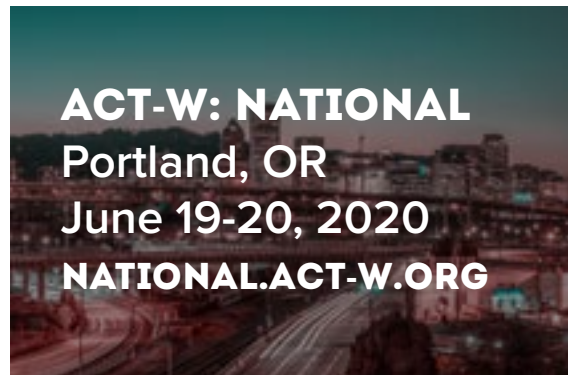
**2 Spots Available**  
Present in front of our audience with your own 10-minute talk.



# 2020 ACT-W CONFERENCES

## ACT-W: NATIONAL

Now in its 5th year in Portland, ACT-W is a welcoming, inclusive, and hands-on experience. Join us and 800+ individuals for speaking sessions, hands-on workshops, one-on-one coaching sessions, a career fair, and so much more.



## REGIONAL CONFERENCES

We're excited to host the following conferences in 2020! Please contact us at [act-w@chicktech.org](mailto:act-w@chicktech.org) if you are interested in sponsoring a local ACT-W Conference.





# JOIN TODAY!

VIEW OUR EVENTS AT [ACT-W.ORG](https://act-w.org)

**CREATING  
COMMUNITY**

**DEVELOPING  
CAREERS**

**SUPPORTING  
WOMEN**

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