“Women are game-changers in tech. Reducing the obstacles and raising awareness of the biases women face in computing studies and the workplace is essential. By doing so, we will create an ecosystem where we’ll see an equal number of female entrepreneurs, board members, managers, programmers and engineers. The world will be better for it and it’s a landscape I want to be a part of and help achieve.”

LYLAN MASTERMAN
BMATH ’01, PRINCIPAL, WHITE STAR CAPITAL

PARTNERSHIP OPPORTUNITIES FOR WOMEN IN COMPUTER SCIENCE

The Faculty of Mathematics at the University of Waterloo is known as a pillar of excellence in Mathematics and Computer Science for its size, strength, and dedication to developing the next generation of talent. The high standards of the faculty make it an ideal environment for young women to learn about the opportunities available to them in the field of computer science.

The world will be better for it and it’s a landscape I want to be a part of and help achieve.

LYLAN MASTERMAN
BMATH ’01, PRINCIPAL, WHITE STAR CAPITAL

We invite companies to consider a deeper relationship with Waterloo and women in computer science where we can create a synergistic, mutually beneficial partnership with three main objectives:

› To create opportunity and provide strategies in reducing the obstacles and biases that women in Computer Science face in their studies and the workplace, ensuring a strong and diverse pool of tech talent

› To increase your **brand visibility** and mindshare on campus

› To enhance your **talent acquisition**

CASE FOR SUPPORT

WOMEN MAKE UP LESS THAN 20% of the tech industry.

AT WATERLOO 22% of students studying Computer Science at Waterloo are women.
WICS CORPORATE PARTNERSHIP LEVELS

2 MAIN THINGS COMPANIES ARE GETTING REGARDLESS OF LEVEL:

› Student engagement
› Increased brand visibility among students and faculty members

Annual WICS events range based on the event and attract up to 75 STUDENTS per event

INCENTIVE
Access to
100s of the brightest women in computer science

PLATINUM $25,000+

› Exclusive sponsor of a premier-level WICS event and an opportunity to put forward a speaker or panelist at a premier event and annual WICS events of your choice
› Opportunity to organize and host your own annual WICS event for students with administrative support from the Faculty of Mathematics Advancement Team
› Invitation to representatives to attend all premier level events (except Orientation)
› Increased brand visibility on campus: large company logo on posters, invitations and social media related to all events with your involvement; branded swag in premier-level WICS event attendee bags; large logo on WICS website with link; recognized in WICS annual report
› Invitation to President’s International Women’s Day Dinner (4 invites)
› Access to Faculty rooms for co-op information sessions or similar outreach activities
› Recognized as a series sponsor of the annual WICS events throughout the year
› Recognized as a travel sponsor for students to attend Grace Hopper and CAN-CWIC
› Exclusive invitation to Grace Hopper post-conference presentations and reception with WICS members
› Distribute small swag through WICS office hours (accompanied by message of diversity initiatives at your company)

GOLD $10,000

› Invitation to attend all premier-level events except Orientation
› Recognized as a series sponsor of annual WICS events throughout the year
› Opportunity to put forward a speaker or panelist at select annual WICS events
› Provide swag to premier-level WICS event participant bags
› Invitation to President’s International Women’s Day Dinner (2 invites)
› Increased brand visibility on campus: small company logo on posters, invitations and social media related to all events involved in; small logo on WICS website with link; recognized in WICS annual report
› Recognized as a travel sponsor for students to attend Grace Hopper and CAN-CWIC

SILVER $5,000

› Provide swag in all premier-level WICS event participant bags
› Recognized as a sponsor of two annual WICS events
› Opportunity to put forward a speaker or panelist at select annual WICS events
› Invitation to attend President’s International Women’s Day Dinner (1 invite)
› Recognized as a travel sponsor for students to attend Grace Hopper and CAN-CWIC
› Branding opportunity on WICS website, promotional event posters, in WICS annual impact report (text only)

SAMPLE ANNUAL WICS EVENTS

› Technical Interview Series
› WiCS Circles
› Sexism Response Workshop
› Career panels
› Technical talks/workshops
› Student/Industry mentoring events

WICS PREMIER LEVEL EVENTS

TECHNOVATION

FUTURE FEMALES TECH CONFERENCE

WICS STUDENT ORIENTATION

STUDENT/FACULTY/PARTNER GALA

WOMEN IN COMPUTER SCIENCE UNDERGRADUATE COMMITTEE
MATHEMATICS & COMPUTER BUILDING ROOM 3013C
UNIVERSITY OF WATERLOO
200 UNIVERSITY AVE. W
WATERLOO, ON, CANADA N2L 3G1

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@wicsuw

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