

# Partnership Opportunities

with Women in  
Computer Science

CASE FOR SUPPORT



UNIVERSITY OF  
WATERLOO

*“WiCS is a special initiative aimed at providing women with support so they can get a leg up in a male-dominated field. WiCS offers a wide range of activities where women in computer science can feel comfortable, shine, and interact with corporate partners in a non-threatening environment.”*

MAURA R. GROSSMAN  
Director, Women in Computer Science



**23%**

of students  
studying Computer  
Science at Waterloo  
are women

**LESS THAN  
20%**

of the tech  
industry is made  
up of women

*“Ensuring there is a much greater percentage of women in the computing workforce is essential for the future of our field. Initiatives and active measures to ensure participation and leadership must start at university and even earlier, and must enable women to develop and thrive throughout careers in the software industry, in academia, and in their entrepreneurial endeavours.”*

MARK GIESBRECHT  
Director, David R. Cheriton  
School of Computer Science

# Partnership Opportunities with Women in Computer Science (WiCS)

The Faculty of Mathematics at the University of Waterloo is known as a pillar of excellence in Mathematics and Computer Science, and 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.

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 in 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**



# WiCS



## 2 SPONSORSHIP INCENTIVES

- > Student engagement
- > Increased brand visibility among students and faculty

### ONGOING WiCS EVENTS

The following events are offered by WiCS each semester:

- > Technical interview sessions
- > Résumé critique sessions
- > Sexism response workshops
- > Career panels
- > Technical talks/workshops
- > Community building activities

### WiCS-LED YOUTH OUTREACH EVENTS

The following outreach events are offered:

- > Technovation (runs January to June)
- > GIRLsmarts4tech (runs October and/or May)
- > Other outreach events organized with industry partners

### STUDENT-LED EVENTS

The following events are designed and delivered by WiCS students, to support and build their community and to encourage women to pursue careers in computing:

- > Mentoring events (several each term)
- > Social events (several each term)
- > Future Females in Tech Conference (Biannually in the Winter term)

# WiCS

## Corporate Partnership Levels



### SILVER \$5,000

- › Opportunity to organize and host **one** custom WiCS event for students, with administrative support from the WiCS staff team. The company's logo is displayed on all posters, invitations, and social media related to the event.
- › Opportunity to engage company staff members with students on campus by having a speaker or panelist at select annual WiCS events (as available).
- › Increased brand visibility on campus; the company is promoted and recognized as a series sponsor at all WiCS events throughout the year (approximately two per month); hyperlink to corporate logo on the WiCS website.
- › Distribution of small swag to students through WiCS office hours or activities, providing an opportunity to promote diversity initiatives at your company.
- › A portion of all sponsorship funds will be directed to support WiCS initiatives on campus and/or women's scholarships.

*“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

**ACCESS TO  
100s** of the brightest  
women in  
Computer Science

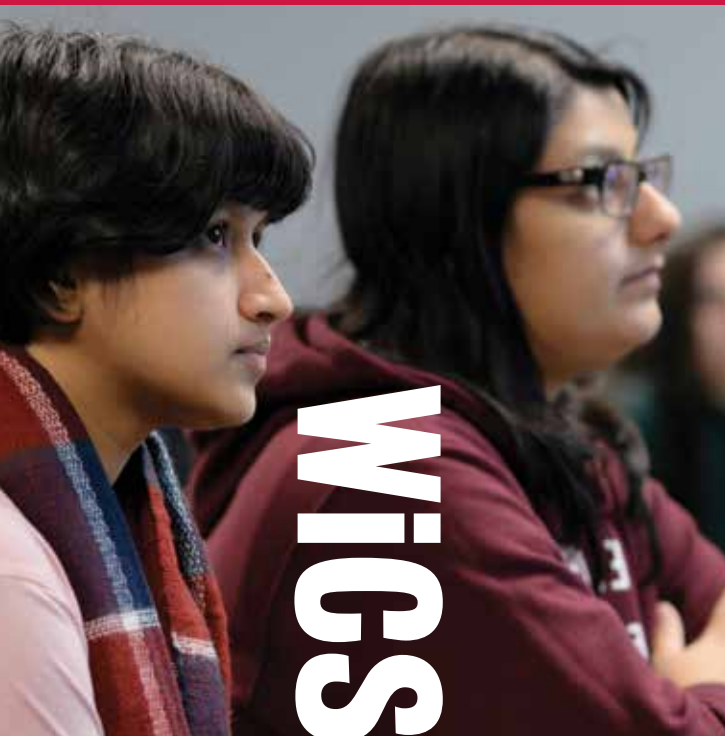


## **GOLD \$10,000 – \$15,000**

- › Opportunity to organize and host **two or three (up to one per term)** custom WiCS events for students, with administrative support from the WiCS staff team. The company’s logo is displayed on all posters, invitations, and social media related to the events.
- › Recognition as a sponsor at either one WiCS-led youth outreach event or one student-led event. Alternatively, sponsor can choose to direct their support to send students to female-friendly conferences and hackathons.
- › Opportunity to engage company staff members with students on campus by having a speaker or panelist at select annual WiCS events (as available).
- › Increased brand visibility on campus; the company is promoted and recognized as a series sponsor at all WiCS events throughout the year (approximately two per month); hyperlink to corporate logo on the WiCS website.
- › Recognized as a travel sponsor for students attending the annual Grace Hopper Celebration and CAN-CWiC conferences.
- › Distribution of small swag to students through WiCS office hours or activities, providing an opportunity to promote diversity initiatives at your company.
- › A portion of all sponsorship funds will be directed to support WiCS initiatives on campus and/or women’s scholarships.

*“WiCS is such a warm and welcoming family. As a new student, I often didn’t know where to turn to for help with mock interviews, questions about co-op, school, and university life in general, but WiCS helped me out so much. The events are so encouraging for women in tech, and I love attending them. I couldn’t be more grateful for WiCS!”*

AUDREY  
First-year Computer Science student



WiCS

Annual WiCS  
events can  
attract up to

75

STUDENTS  
PER EVENT

## PLATINUM \$20,000 – \$25,000+

- › Opportunity to organize and host **four or five (up to two per term)** custom WiCS events for students, with administrative support from the WiCS staff team. The company’s logo is displayed on all posters, invitations, and social media related to the events.
- › Recognition as a sponsor at one WiCS-led youth outreach event and one student-led event. Alternatively, sponsor can choose to direct their support to send students to female-friendly conferences and hackathons.
- › Opportunity to engage company staff members with students on campus by having a speaker or panelist at select annual WiCS events (as available).
- › Increased brand visibility on campus; the company is promoted and recognized as a series sponsor at all WiCS events throughout the year (approximately two per month); hyperlink to corporate logo on the WiCS website.
- › Recognized as a travel sponsor for students attending the annual Grace Hopper Celebration and CAN-CWiC conferences. In addition, the company will directly sponsor two talented female students to attend the Grace Hopper Celebration. These students are selected by WiCS leadership based on a competitive application process. The company will have an opportunity to meet these students either on campus, or while they are at Grace Hopper.
- › Distribution of small swag to students through WiCS office hours or activities, providing an opportunity to promote diversity initiatives at your company.
- › A portion of all sponsorship funds will be directed to support WiCS initiatives on campus and/or women’s scholarships.