

Partnership Opportunities

with Women in Computer Science

CASE FOR SUPPORT



UNIVERSITY OF
WATERLOO

“WiCS is a special initiative aimed at providing women with support and a leg-up to excel in a male-dominated environment. 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 setting that benefits everyone.”

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, 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**



2 SPONSORSHIP INCENTIVES

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

SAMPLE ANNUAL WiCS EVENTS

These events are delivered by the WiCS Committee and are held throughout the year:

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

WiCS-LED YOUTH OUTREACH EVENTS

These outreach events are offered:

- › Technovation (runs January to June)
- › GIRLsmarts4tech (runs October or May)
- › Other outreach events as discussed

EQUITY-BASED, STUDENT-LED EVENTS

These premier events are designed and delivered by UWATERLOO students in support of equity:

- › Starcon (Mid-late January)
- › Equithon (Early May)
- › 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. Company 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).
- › Opportunity for company representatives to attend all WiCS-led and student-led events.
- › Increased brand visibility on campus; Company is promoted and recognized as a series sponsor at all annual 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.

“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



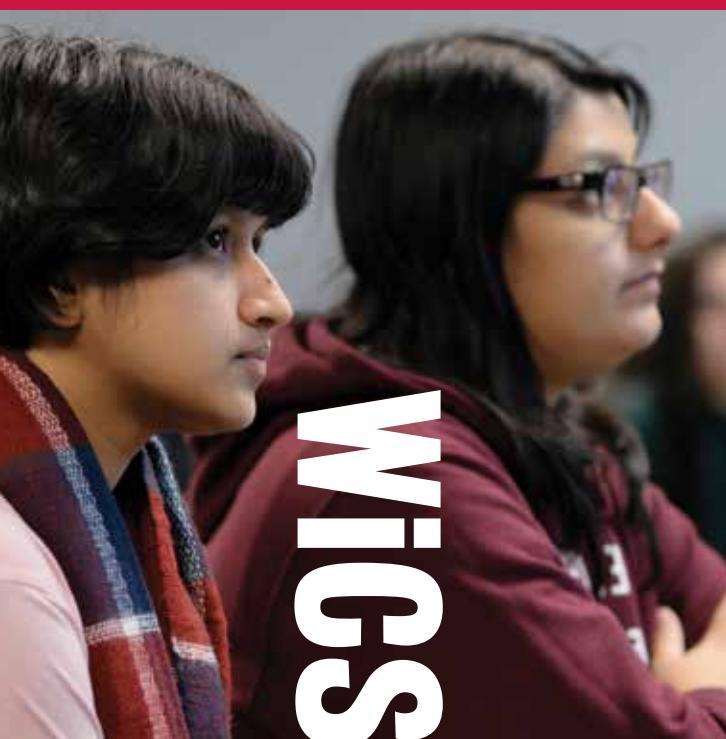
GOLD \$10,000 - \$15,000

- › 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 equity-based, student-led event. Many student-led events include a career fair, with sponsor booths. Alternatively, sponsor can choose to direct their support to send students to female-friendly conferences and hackathons or to help furnish the women's study lounge on campus.
- › Opportunity for company representatives to attend all WiCS-led and student-led events.
- › 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; Company is promoted and recognized as a series sponsor at all annual 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 Grace Hopper 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.

"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



W
i
C
S

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 equity-based, student-led event. Many student-led events include a career fair, with sponsor booths. Alternatively, sponsor can choose to direct their support to send students to female-friendly conferences and hackathons or to help furnish the women's study lounge on campus.
- › Opportunity for company representatives to attend all WiCS-led and student-led events.
- › 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; Company is promoted and recognized as a series sponsor at all annual 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 Grace Hopper and CAN-CWiC conferences. Sponsorship of two talented female students to attend the Grace Hopper celebration. This student is selected by the WiCS leadership, based on an application process. The company will have an opportunity to meet this student 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.