

VIRTUAL

GRACE HOPPER  
CELEBRATION



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CHANGING THE DIRECTION  
OF TECH TOGETHER

# GHC 2020

# MARKETING PROMOTIONAL OPPORTUNITIES



BRANDING & VISIBILITY	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<b>Virtual GHC -</b> \$100,000 <b>QUANTITY AVAILABLE: 1</b>	Support live-stream of GHC programing with this additional opportunity to provide GHC content to AnitaB.org members and partner companies. Will work closely with the conference platform to incorporate branding throughout the site.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Branding during programming</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> <b>Logo upload to portal</b> <b>DATE DUE:</b> <b>9/2/2020</b>
<b>End of Conference Sizzle Reel -</b> \$20,000 <b>QUANTITY AVAILABLE: 1</b>	Sponsor the GHC Virtual 2020 sizzle reel. This an evergreen marketing opportunity as the reel is used year round within AnitaB's global communities. Your logo will be included at the beginning and the end of the sizzle reel.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on end of conference sizzle reel</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> <b>Logo/banner upload to portal</b> <b>DATE DUE:</b> <b>9/2/2020</b>
<b>On-Demand Product -</b> \$15,000 <b>QUANTITY AVAILABLE: 5</b>	Brand On-Demand content created at the Virtual GHC 2020. Content is accessible for attendees for up to 60 days following the event.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on On-Demand Content</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> <b>Logo/banner upload to portal</b> <b>DATE DUE:</b> <b>9/2/2020</b>
<b>Video/Commercials before Sessions with Click Lead Generation Available</b> \$2,500	Create a video with a sponsor-crafted message for our GHC audience. A special announcement, a new launch, or an exciting promotion - the content is yours to design and share with event-goers. Commercials will play in between content sessions through the run of the conference (9/29-10/3)	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• 15 sec video content to run in between sessions or at a break</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> <b>Logo upload to portal, 15 sec video content creation and upload</b> <b>DATE DUE:</b> <b>9/2/2020</b>

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BRANDING & VISIBILITY	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<b>Social Co-Branding -</b> \$25,000 <b>QUANTITY AVAILABLE: 1</b>	Be the official sponsor of the Virtual GHC 2020 social media feed. Get in front of our audience of attendees and those tuning into the feed to track the excitement of the event. Company name or logo will be displayed on AnitaB.org's social feed as "vGHC social feed brought to you by sponsor." In addition, AnitaB.org will re-tweet two of the sponsors posts.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Logo on Social Media Feed</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal <b>DATE DUE:</b> 9/2/2020
<b>Virtual Coupons -</b> \$2,500 <b>QUANTITY AVAILABLE: 10</b>	An opportunity to provide virtual coupons to all attendees who opt in for the benefit. These coupons will live in a "Virtual Swag Bag" that each attendee will receive a a part of their experience on our platform.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Logo on Event Sign for Program</li> <li>• Opportunity to offer virtual coupon to attendees (proved by AnitaB.org).</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal; select virtual coupon (sponsor to confirm coupon/giveaway to be placed in swag bag). Task will be in portal <b>DATE DUE:</b> 9/2/2020
<b>Host Virtual Workshops -</b> \$10,000 <b>QUANTITY AVAILABLE: 15</b>	Create and host a custom workshop focused on recruitment methods and tools, tips and tricks for job seekers, or other content targeted to a GHC attendees. Sponsor can curate the content of the workshop with AnitaB.org approval. Sponsor will receive attendee email addresses. Maximum attendance is 500 people.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Logo on Event Sign for Program</li> <li>• Opportunity to create workshop content</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020
<b>Branded Lounges (Chat &amp; Hangout) -</b> \$10,000 <b>QUANTITY AVAILABLE: 10</b>	Create a virtual lounge for our Virtual GHC 2020 attendees to socialize and network. Option to design and customize with branded decor. Lounges will be powered on the virtual platform and have Zoom video chat rooms fro attendees to interact. Sponsor will receive attendee email addresses. Maximum capacity 500 people.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Logo on Event Sign for Program</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo + design work upload to portal <b>DATE DUE:</b> 9/2/2020

OTHER OPPORTUNITIES		DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<b>GHC Update Newsletter - Branding -</b> \$5,000 <b>QUANTITY AVAILABLE: 10</b>		Show your organization’s support though corporate branding in our event newsletter. It’s distributed to all attendees pre-event, leading up to our first-time Virtual Grace Hopper Celebration! You will have your branding featured in one of our newsletter leading up to the event. Branding can be shared with up to 3 other sponsors. On average, the newsletter will go out to over 20,000 attendees and the open rate ranges from 68%-73%.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on email newsletter</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> Logo upload to portal <b>DATE DUE:</b> 9/2/2020
<b>GHC Update Newsletter - Job Posting -</b> \$5,000 <b>QUANTITY AVAILABLE: 10</b>		A highly targeted opportunity to highlight your organization’s job openings in our GHC newsletter, distributed to all attendees. You will have your job posting featured in one of our newsletter leading up to the event. You job posting can be shared with up to 3 other sponsors. On average, the newsletter will go out to over 20,000 attendees and the open rate ranges from 68%-73%.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on email newsletter</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> Logo upload to portal <b>DATE DUE:</b> 9/2/2020
<b>Virtual Catering -</b> \$10,000 <b>QUANTITY AVAILABLE: 10</b>		Provide virtual catering and refreshment offers to all vGHC attendees! Our attendees will be working hard during our conference and would be delighted to have a sponsor provide a virtual coupon to provide them a snack or discounted meal. Many will be ordering delivery and could benefit greatly from a sponsor who will help get that delivery to their door. Sponsor will have virtual coupon placed in each attendees Virtual Swag Box for them to access.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Opportunity to send virtual credits to attendees &amp; track new clients</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> Logo upload to portal + confirmation of catering option/discount code to be utilized <b>DATE DUE:</b> 9/2/2020
<b>Custom Immersive Experience -</b> \$10,000 <b>QUANTITY AVAILABLE: 10</b>		Create an exciting and immersive experience to be offered to our Virtual GHC attendees during the conference. Your immersive experience will be listed on agenda for all attendees to see. Lounges will be powered on the virtual platform and have Zoom video chat rooms fro attendees to interact. Sponsor will receive attendee email addresses. Maximum attendance is 500 people.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on custom experience space</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> Logo upload to portal; confirmation of link/embed to house on platform <b>DATE DUE:</b> 9/2/2020
<b>Passport Game -</b> \$10,000 <b>QUANTITY AVAILABLE: 2</b>		Co-sponsor the official GHC Virtual Passport Game! GHC attendees earn points through a gamification activity, with the opportunity to win prizes and challenges while engaging with your brand.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Passport Game</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020



OTHER OPPORTUNITIES	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<b>VR Event Sponsor -</b> \$2,500 <b>QUANTITY AVAILABLE: 5</b>	Create custom VR content for our Virtual GHC attendees. Your VR content will be listed on our main agenda. Attendees can access your VR content through our agenda but sponsors should plan to host their content on another site. Sponsor will receive attendee names and emails. Maximum attendance 500 people.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Opportunity to curate VR experience for attendees</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal; confirmation of link/embed to house on platform  <b>DATE DUE:</b> 9/2/2020
<b>Virtual Swag Box Exclusive Sponsor</b> \$25,000	Include your organization's branding on the official Virtual GHC Swag Attendee Box. Each attendee will have their own Virtual Swag Box included as a part of their registration and will access it when they are on the platform.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Opportunity to brand VIRTUAL attendee swag boxes &amp; add company merchandise</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal; confirmation of link/embed (link, discount code, e-card, etc)  <b>DATE DUE:</b> 9/2/2020
<b>Virtual Swag Box Item Add-on</b> \$5,000	Add a branded digital giveaway* (coupon, discount code, access code, or promotion of your choice) from your organization to a VIRTUAL GHC Swag Attendee Box. Each attendee will have their own Virtual Swag Box included as a part of their registration and will access it when they are on the platform.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Two Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal; confirmation of swag (link, discount code, e-card, etc)  <b>DATE DUE:</b> 9/2/2020
<b>Online Raffle/Giveaway (Promotion Leading Up to GHC)</b> \$5,000 <b>QUANTITY AVAILABLE: 5</b>	Sponsor an online raffle leading up to and during the Virtual GHC 2020. Option to raffle product and give-aways! Sponsor will work closely with the platform to determine how the raffle will be implemented.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Logo on Online Raffle</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal; confirmation of giveaway/ content to be placed on site in addition to any links  <b>DATE DUE:</b> 9/2/2020
<b>DEI Showcase for Sponsors -</b> \$10,000 <b>QUANTITY AVAILABLE: 10</b>	Showcase the incredible work your company is doing in the Diversity, Equity & Inclusion space during the Virtual GHC 2020 DEI Showcase. Connect with attendees and colleagues. Each presenter will have have 15 mins to showcase their DEI work. The sessions will be pre-recorded by the sponsor and submitted to AnitaB.org. The videos will be played on a DEI specific page that will be available to attendees throughout the entire conference. Sponsors will have access to the DEI page link to share.	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Logo on DEI Showcase Program</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal; 15 minute presentation/content upload  <b>DATE DUE:</b> 9/2/2020

CAREER FAIR OPPORTUNITIES	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<b>Networking Rooms per Career Level</b> - \$10,000 <b>QUANTITY AVAILABLE: 5</b>	Sponsor a networking room for women at different career levels (Entry, Mid-Career, Executive, etc) to share experiences and connect one on one. Sponsor can kickoff the event with a 3 min speaking slot and work in conjunction with AnitaB.org to curate the content of the event.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide virtual give-a-ways</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020
<b>Career Fair - By Time Zone</b> - \$20,000 <b>QUANTITY AVAILABLE: 4</b>	This sponsor will have the opportunity to call special attention to specific regions or time zones where they want to recruit candidates. During the general career fair, a message will be delivered to all attendees in their platform inbox stating that this sponsor is recruiting for a specific region or time zone. In addition, this sponsor will receive a special mention of these recruiting efforts in one of the newsletters that goes out to attendees leading up to the event. The open rate for those email ranges between 51%-73%.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020
<b>Career Fair per Job Opportunity</b> - \$20,000 <b>QUANTITY AVAILABLE: 4</b>	This sponsor will have the opportunity to call special attention to specific roles that they are recruiting for (software developer, front end developer, iOS, Android, etc). During the general career fair, a message will be delivered to all attendees in their platform inbox stating that this sponsor is recruiting for a specific role. In addition, this sponsor will receive a special mention of these recruiting efforts in one of the newsletters that goes out to attendees leading up to the event. The open rate for those email ranges between 51%-73%.	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Four Full Conference Passes</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020

COMMUNITY SPONSORSHIPS: AWARDS		DESCRIPTION	BENEFITS	DELIVERABLES / DATES	
<b>Abie Award: Technical Leadership -</b> \$60,000 <i>Exclusive Sponsorship</i> QUANTITY AVAILABLE: 1 <b>SOLD</b>		The Abie Award for Technical Leadership celebrates a woman who has led or developed a product, process, or innovation that made a notable impact on business or society. Nominees possess deep technical knowledge and demonstrate a commitment to increasing the representation of women in technology. This is the most prestigious Abie Award. Promoted to all attendees via website and social + livestream. Winner receives \$50,000 prize.	<ul style="list-style-type: none"><li>• Recognition of your organization on the main stage at GHC</li><li>• Logo on Official GHC Website</li><li>• APR Toolkit to promote your organizations sponsorship of the Abie Award</li><li>• Logo on Event Sign for Program</li><li>• Eight Full Conference Passes</li><li>• Sponsor may have two registered representatives attend this special event</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020	
<b>Abie Award: Technology Entrepreneurship Award -</b> \$25,000 <i>Exclusive Sponsorship</i> QUANTITY AVAILABLE: 1		The Technology Entrepreneurship Abie Award recognizes a woman who is the builder of an innovative ground-breaking and game-changing technology venture startup. Winner receives \$15,000 prize.	<ul style="list-style-type: none"><li>• Recognition of your organization on the main stage at GHC</li><li>• Logo on Official GHC Website</li><li>• APR Toolkit to promote your organizations sponsorship of the Abie Award</li><li>• Logo on Event Sign for Program</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend this special event</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020	
<b>Abie Award: Emerging Leader in Honor of Denise Denton -</b> \$25,000 <i>Exclusive Sponsorship</i> QUANTITY AVAILABLE: 1		The Emerging Leader Abie Award in Honor of Denise Denton recognizes a junior faculty member for high-quality research and significant positive impact on diversity. Winner receives \$15,000 prize.	<ul style="list-style-type: none"><li>• Recognition of your organization on the main stage at GHC</li><li>• Logo on Official GHC Website</li><li>• APR Toolkit to promote your organizations sponsorship of the Abie Award</li><li>• Logo on Event Sign for Program</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend this special event</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020	
<b>Abie Award: Student of Vision -</b> \$25,000 <i>Exclusive Sponsorship</i> QUANTITY AVAILABLE: 1 <b>SOLD</b>		Support the Student of Vision Abie Award celebrating a student who has a unique vision, is making a difference in technology, and is passionate about innovative technologies, or inspires other women to participate in computing. Winner receives \$15,000 prize.	<ul style="list-style-type: none"><li>• Recognition of your organization on the main stage at GHC</li><li>• Logo on Official GHC Website</li><li>• APR Toolkit to promote your organizations sponsorship of the Abie Award</li><li>• Logo on Event Sign for Program</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend this special event</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020	
<b>Abie Award: Change Agent -</b> \$25,000 <i>Exclusive Sponsorship</i> QUANTITY AVAILABLE: 1 <b>SOLD</b>		The Change Agent Abie Award honors an outstanding international woman who created or expanded opportunities for girls and women in technology. Winner receives \$15,000 prize.	<ul style="list-style-type: none"><li>• Recognition of your organization on the main stage at GHC</li><li>• Logo on Official GHC Website</li><li>• APR Toolkit to promote your organizations sponsorship of the Abie Award</li><li>• Logo on Event Sign for Program</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend this special event</li></ul>	<b>DELIVERABLE:</b> Logo/banner upload to portal <b>DATE DUE:</b> 9/2/2020	



COMMUNITY SPONSORSHIPS // NETWORKING EVENTS		DESCRIPTION	BENEFITS	DELIVERABLES / DATES	
<div>Systers Networking Event - \$20,000</div> <div>Exclusive Sponsorship</div> <div>QUANTITY AVAILABLE: 2</div>	<div>Show your support for Systers, the world’s largest online community of women technologists, by hosting their annual luncheon at GHC. The event gives Systers’ members the opportunity to connect in person and offers an opportunity for attendees to join the community. Sponsors have the opportunity to create the content for this event. Content will be approved by AnitaB.org. Sponsors will receive the email addresses for the attendees who joined the event.</div> <div>Anticipated Attendance: 200</div>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to Networking Event attendees (content subject to AnitaB.org approval)</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Six Full Conference Passes</li><li>• Sponsor may have four registered representatives attend this special event.</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<div>DELIVERABLE:</div> <div>Logo upload to portal; content submission for 3-minute speech, confirmation of giveaway and how to be distributed</div> <div>DATE DUE: 9/2/2020</div>		
<div>Faculty Networking Event - \$15,000</div> <div>Exclusive Sponsorship</div> <div>QUANTITY AVAILABLE: 1</div>	<div>Demonstrate your support for academia with a luncheon that brings together faculty members from universities around the world.</div> <div>Anticipated Attendance: 100</div>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to Networking Event attendees (content subject to AnitaB.org approval)</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Four Full Conference Passes</li><li>• Opportunity to provide give-a-ways to Networking Event attendees (content subject to AnitaB.org approval)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<div>DELIVERABLE:</div> <div>Logo upload to portal; content submission for 3-minute speech, confirmation of giveaway and how to be distributed</div> <div>DATE DUE: 9/2/2020</div>		
<div>Networking Event Celebrating Women of Color in Technical Roles - \$40,000</div> <div>Exclusive Sponsorship</div> <div>QUANTITY AVAILABLE: 1</div> <div>SOLD</div>	<div>Demonstrate your support for academia by creating a networking event that brings together faculty members from universities around the world. Sponsor has the ability to co-create networking event content. Programming is subject to AnitaB.org approval.</div> <div>Anticipated Attendance: 100</div>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to Networking Event attendees (content subject to AnitaB.org approval)</li><li>• Six Full Conference Passes</li><li>• Sponsor may have four registered representatives attend this special event.</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<div>DELIVERABLE:</div> <div>Logo upload to portal; content submission for 3-minute speech, confirmation of giveaway and how to be distributed</div> <div>DATE DUE: 9/2/2020</div>		



COMMUNITY SPONSORSHIPS // NETWORKING EVENTS	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<p><b>Luncheon Celebrating LGBTQ-A in Technical Roles -</b></p> <p>\$20,000</p> <p><i>Exclusive Sponsorship</i></p> <p><b>QUANTITY AVAILABLE: 1</b></p>	<p>Promote and support LGBTQ-A technologists and their alliance partners from industry, government, and academia. This luncheon allows members of the community to network with one another, connect with strong role models, and celebrate their accomplishments. Each year, we expand this program to better reflect the diversity within this community and support initiatives on both a national and global level.</p> <p>Anticipated Attendance: 500</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to Networking Event attendees (content subject to AnitaB.org approval)</li><li>• Four Full Conference Passes</li><li>• Sponsor may have four registered representatives attend this special event.</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<p><b>DELIVERABLE:</b></p> <p>Logo upload to portal; content submission for 3-minute speech, confirmation of giveaway and how to be distributed</p> <p><b>DATE DUE:</b></p> <p>9/2/2020</p>

COMMUNITY SPONSORSHIPS // NETWORKING EVENTS	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<p><b>Networking Event Celebrating Black Women in Tech -</b></p> <p>\$20,000</p> <p><i>Exclusive Sponsorship</i></p> <p><b>QUANTITY AVAILABLE: 1</b> <b>SOLD</b></p>	<p>Promote and support black women in technical roles from industry, government, and academia. This program-based lunch allows black women the chance to network with one another, connect with strong role models, and celebrate their accomplishments. This program — developed in partnership with CMD-IT and Underrepresented Women in Computing — focuses on raising awareness about the intersectionality of gender and race/culture. Organizers also encourage attendance by people with disabilities, as discussion will be broadly applicable to members of all our industry’s underrepresented groups.</p> <p>Anticipated Attendance: 500</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to luncheon attendees (content subject to AnitaB.org approval)</li><li>• Four Full Conference Passes</li><li>• Sponsor may have four registered representatives attend this special event.</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<p><b>DELIVERABLE:</b></p> <p>Logo upload to portal; content submission for 3-minute speech, confirmation of giveaway and how to be distributed</p> <p><b>DATE DUE:</b></p> <p>9/2/2020</p>
<p><b>GHC Scholars Networking Networking Event -</b></p> <p>\$20,000</p> <p><b>QUANTITY AVAILABLE: 2</b> <b>SOLD</b></p>	<p>Welcome our GHC Scholars! Scholars come from all across the U.S. and more than 50 countries. Help them connect with and learn about one another, and start GHC with a proper celebration. During this event, scholars will have the opportunity to network with invited guests. Your organization’s representatives will have the chance to speak directly to the next generation of technology leaders. Maximum of 18 representatives from each sponsor, each of whom needs to be a registered attendee.</p> <p>Anticipated Attendance: 1,000</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to luncheon attendees (content subject to AnitaB.org approval)</li><li>• Four Full Conference Passes</li><li>• Sponsor may have four registered representatives attend this special event.</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<p><b>DELIVERABLE:</b></p> <p>Logo upload to portal; content submission for 3-minute speech, confirmation of giveaway and how to be distributed</p> <p><b>DATE DUE:</b></p> <p>9/2/2020</p>



COMMUNITY SPONSORSHIPS // NETWORKING EVENTS		DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<div>Latinas in Technical Roles Networking Event - \$20,000</div> <div>Exclusive Sponsorship</div> <div>QUANTITY AVAILABLE: 1</div> <div>SOLD</div>	<p>Promote and support Latina technologists from industry, government, and academia. This Networking Event gives Latinas a chance to network with one another, connect with strong role models, and celebrate their accomplishments. Sponsors have the opportunity to create the content for this event. Content will be approved by AnitaB.org. Sponsors will receive the email addresses for the attendees who joined the event.</p> <p>Anticipated Attendance: 500</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to luncheon attendees (content subject to AnitaB.org approval)</li><li>• Six Full Conference Passes</li><li>• Sponsor may have four registered representatives attend this special event</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<div>DELIVERABLE:</div> <div>Logo upload to portal; content submission for 3-minute speech, confirmation of giveaway and how to be distributed</div> <div>DATE DUE:</div> <div>9/2/2020</div>	
<div>Bootcamp Scholars Networking Event - \$12,000</div> <div>Exclusive Sponsorship</div> <div>QUANTITY AVAILABLE: 1</div>	<p>Participants are women technologists with or pursuing bootcamp and alternative technical education. Tuesday workshop includes programming on navigating GHC’s opportunites as well as technical careers with this specific credentialing background. Sponsorship includes opportunity to collaborate on creating content for Tuesday Workshop happening prior to the Networking Event. AnitaB.org will approve all content. Additional content providers will be present. Sponsors have the opportunity to create the content for this event. Content will be approved by AnitaB.org. Sponsors will receive the email addresses for the attendees who joined the event.</p> <p>Anticipated Attendance: 100</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Promotion of sponsorship to scholars pre-GHC with two correspondences to encourage active scholar engagement with your company</li><li>• One approved &amp; related representative on the Workshop Industry Panel</li><li>• One approved &amp; related representative at the Workshop networking Lunch</li><li>• Opportunity to provide virtual give-a-ways to attendees</li><li>• Early access to names, emails, and affiliations for all cohort participants</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend the Networking Event</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<div>DELIVERABLE:</div> <div>Logo upload to portal, confirmation of representatives on panel/ networking opportunity, content submission for 3 minute speech, confirmation of giveaway and how to be distributed</div> <div>DATE DUE:</div> <div>9/2/2020</div>	
<div>MSI Scholars Networking Event - \$15,000</div> <div>Exclusive Sponsorship</div> <div>QUANTITY AVAILABLE: 1</div> <div>SOLD</div>	<p>This scholar’s cohort will specifically focus on serving our nation’s esteemed Minority Serving Institutions. Students from MSIs will attend GHC as cohorts from the same institution, and will attend a Tuesday workshop designed to inspire their time at GHC, and build sustained access to resources for their technical pursuits as women of color. Workshop will include an inspirational industry panel, near-peer mentoring, and targeted advise and strategies for navigating GHC and technical pathways more broadly. The Networking Event provides scholars an opportunity to build relationships with one another, and meet industry representatives, in a relaxed, fun environment featuring food, music, and games. Sponsorship includes opportunity to collaborate on creating content for Workshop happening earlier in the day. AnitaB.org will approve all content. Sponsors have the opportunity to create the content for this event. Content will be approved by AnitaB.org. Sponsors will receive the email addresses for the attendees who joined the event.</p> <p>Anticipated Attendance: 250</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Promotion of sponsorship to scholars pre-GHC with two correspondences to encourage active scholar engagement with your company</li><li>• Opportunity to provide give-a-ways to Networking Event attendees</li><li>• One approved &amp; related representative at the Workshop Industry Panel</li><li>• One approved &amp; related representative at the Workshop Networking Lunch</li><li>• Early access to names, emails, schools for all cohort scholars</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend the Networking Event</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<div>DELIVERABLE:</div> <div>Logo upload to portal, confirmation of representatives on panel/ networking opportunity, content submission for 3 minute speech, confirmation of giveaway and how to be distributed</div> <div>DATE DUE:</div> <div>9/2/2020</div>	



COMMUNITY SPONSORSHIPS // NETWORKING EVENTS		DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<div>Community College Scholars Networking Event - \$12,000</div> <div>Exclusive Sponsorship</div> <div>QUANTITY AVAILABLE: 1</div> <div>SOLD</div>	<p>This scholar’s program will convene community college students and alumnae for a deep dive on making the most of their GHC 20 experience, and targeted connections to available tech industry opportunities. This cohort of scholars will attend a half-day workshop designed to help them connect with each other and the tech industry, while building and plan to get the most out of their GHC experience. Workshop will include an inspirational industry panel, networking with companies that have clear pathways for Associates Degree earners and targeted advise and strategies for navigating GHC and technical pathways more broadly. The networking Networking Event provides scholars an opportunity to build relationships with one another, and meet industry representatives, in a relaxed, fun environment featuring food, music, and games. With Sponsorship of Networking Event, opportunity to collaborate on creating content for Workshop happening earlier in the day. Anita B will approve all content. Sponsors have the opportunity to create the content for this event. Content will be approved by AnitaB.org. Sponsors will receive the email addresses for the attendees who joined the event.</p> <p>Anticipated Attendance: 90</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Promotion of sponsorship to scholars pre-GHC with two correspondences to encourage active scholar engagement with your company</li><li>• Opportunity to provide give-a-ways to Networking Event attendees</li><li>• One approved &amp; related representative on the Workshop Industry Panel</li><li>• One approved &amp; related representative at the Workshop Networking Lunch</li><li>• Early access to names, emails, schools for all workshop scholars</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend the Networking Event</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<p><b>DELIVERABLE:</b></p> <p>Logo upload to portal, confirmation of representatives on panel/ networking opportunity, content submission for 3 minute speech, confirmation of giveaway and how to be distributed</p> <p><b>DATE DUE:</b></p> <p>9/2/2020</p>	
<div>Girl Serving Tech Organization Scholars Networking Event - \$12,000</div> <div>Exclusive Sponsorship</div> <div>QUANTITY AVAILABLE: 1</div> <div>SOLD</div>	<p>This scholar’s program will support alumnae from girl-serving organizations focused on technology in navigating GHC 20 and their technical careers. GSO cohorts include Black Girls Code, Girls Who Code, Hispanic Heritage Foundation-LOFT, National Girls Collaborative Program, NCWIT, SMASH Academy, and TechBridge Girls. These scholars will attend a half-day workshop designed to help them connect with each other and the tech industry, while building and plan to get the most out of their GHC experience. Workshop will include an inspirational industry panel, near-peer mentoring, and targeted advise and strategies for navigating GHC and technical pathways more broadly. The Networking Event provides scholars an opportunity to build relationships with one another, and meet industry representatives, in a relaxed, fun environment featuring food, music, and games. Sponsorship includes the opportunity to collaborate on creating content for Workshop happening earlier in the day. AnitaB.org will approve all content.</p> <p>Anticipated Attendance: 100</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Promotion of sponsorship to scholars pre-GHC with two correspondences to encourage active scholar engagement with your company</li><li>• Opportunity to provide give-a-ways to Networking Event attendees</li><li>• One approved &amp; related representative on the Workshop Industry Panel</li><li>• One approved &amp; related representative at the Workshop Networking Lunch</li><li>• Early access to names, emails, and affiliations for all cohort participants</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend this Tuesday Networking Event</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<p><b>DELIVERABLE:</b></p> <p>Logo upload to portal, confirmation of representatives on panel/ networking opportunity, content submission for 3 minute speech, confirmation of giveaway and how to be distributed</p> <p><b>DATE DUE:</b></p> <p>9/2/2020</p>	
<div>Pre-GHC Three-Part Scholar Prep Workshop - \$30,000</div> <div>Exclusive Sponsorship</div> <div>Bundle Soft Skills, Interview Skills, Resume Skills</div> <div>QUANTITY AVAILABLE: 1</div>	<p>Scholars from MSI, GSO, Community College, and Bootcamp cohorts will have access to a series of pre-GHC career prep workshops, including general soft skills, technical interview skills, and resume and online presence workshops. Sponsor companies are invited to offer their unique trainings relevant to their available opportunities. Opportunity to collaborate on creating content for Workshop happening earlier in the day. Anita B will approve all content.</p> <p>Anticipated Attendance: 600</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Logo on all pre-GHC training engagements, no less than one per month beginning in July</li><li>• Access to names, emails, and affiliations of all pre-GHC scholar participants</li><li>• Four Full Conference Passes</li><li>• Opportunity for early and personalized exposure to GHC Scholar Cohorts through the facilitation of approved pre-GHC virtual engagements. Sponsor will receive first opportunity to design and deliver approved relevant engagements. Additional mission allies and AnitaB.org Partner companies will then round out the pre-GHC content offerings.</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<p><b>DELIVERABLE:</b></p> <p>Logo upload to portal, content submission for 3 minute speech, reivew/approve relavant engagement</p> <p><b>DATE DUE:</b></p> <p>9/2/2020</p>	
<div>Mid-Career Women’s Networking Event - \$15,000</div> <div>QUANTITY AVAILABLE: 2</div> <div>SOLD</div>	<p>Conversations and strategies to bring equity to the tech ecosystem often focus on early entrants. However mid-career technical women leave the field at higher rates to their male counterparts, and are an important segment of technical women for whom support is owed. Sponsor the Mid-Career Women’s Networking Event to show your commitment to supporting technical women across all career stages, and create a space for networking and sharing innovative strategies for retaining experienced mid-career women. Sponsors have the opportunity to create the content for this event. Content will be approved by AnitaB.org. Sponsors will receive the email addresses for the attendees who joined the event.</p> <p>Anticipated Attendance: 200</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to Networking Event attendees (content subject to AnitaB.org approval)</li><li>• Four Full Conference Passes</li><li>• Sponsor may have two registered representatives attend this special event.</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<p><b>DELIVERABLE:</b></p> <p>Logo upload to portal, content submission for 3 minute speech, confirm giveaway and how will be distributed</p> <p><b>DATE DUE:</b></p> <p>9/2/2020</p>	

**Questions?** Please reach us at [BusinessDevelopment@AnitaB.org](mailto:BusinessDevelopment@AnitaB.org)



COMMUNITY SPONSORSHIPS: PROGRAMS		DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<b>Senior Leadership Summit -</b> \$25,000 <b>QUANTITY AVAILABLE: 2</b>	The Senior Leadership Summit is an invitation only event that convenes senior leaders. This program is designed to sharpen core leadership skills, address the varied needs of experienced technologists and empower women to have greater influence as high-level leaders. Attendees will cultivate a global network of peers, gain insight from leading women in tech, and develop strategies for effective leadership and organizational transformation. (2 separate sessions available).		<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide virtual give-a-ways</li><li>• Eight Full Conference Passes</li><li>• Option to deliver 5-10 minute talk (content approved by AnitaB.org)</li><li>• Sponsor may have two SLS registered representatives attend this special event.</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<b>DELIVERABLE:</b> <b>Logo upload to portal, content submission for 3 minute speech, confirm giveaway and how will be distributed</b>  <b>DATE DUE:</b> <b>9/2/2020</b>
<b>Open Source Day -</b> \$20,000 <b>QUANTITY AVAILABLE: 4</b>	Provide backing for Code-a-thon for Humanity, an event where attendees collaborate on Open Source Projects that help make the world a better place. This event offers sponsors the opportunity to position themselves as thought leaders and gain visibility with the Open Source Community.  Anticipated Attendance: 200		<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Opportunity to provide give-a-ways to attendees (content subject to AnitaB.org approval)</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Four Full Conference Passes</li><li>• Sponsor may have four registered representatives attend this special event.</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<b>DELIVERABLE:</b> <b>Logo upload to portal, content submission for 3 minute speech, confirm giveaway and how will be distributed</b>  <b>DATE DUE:</b> <b>9/2/2020</b>
<b>Speed Mentoring/ Mentoring Circles -</b> \$25,000 <b>QUANTITY AVAILABLE: 2</b>	Gain visibility with a large number of students, aspiring/mid-career women and mentors. This interactive small-group mentoring session lets attendees seek personalized advice on their career or academic endeavors. The event is held in a large virtual lounge with virtual breakout rooms, each hosted by a mentor focused on a particular topic or topic driven by mentee. Every 20 minutes, attendees swap virtual breakout rooms and chat with a different mentor on another topic.  Anticipated Attendance: 800 (400 part 1, 400 part 2)		<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on Event Sign for Program</li><li>• Logo on co-branded session handout (designed and produced by AnitaB.org)</li><li>• Two sponsor-hosted topic tables (topics approved by AnitaB.org)</li><li>• Opportunity to provide give-a-ways</li><li>• Eight Full Conference Passes</li><li>• Sponsor may have two registered representatives attend this special event.</li><li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<b>DELIVERABLE:</b> <b>Logo upload to portal, content submission for 3 minute speech, confirm giveaway and how will be distributed</b>  <b>DATE DUE:</b> <b>9/2/2020</b>



COMMUNITY SPONSORSHIPS: PROGRAMS	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<p><b>PitchHER™ Competition Premier Sponsorship -</b> \$50,000 <b>QUANTITY AVAILABLE: 4</b></p>	<p>Sponsor the third annual PitchHER™ Competition, and show your support for female entrepreneurs who are leading early-stage technology startups. The contest will support and encourage entrepreneurs from all industries. Sponsorship provides new funding opportunities to these founders. The top 10 finalists will compete on stage at GHC for a total of \$100,000 in prize money, split among three winners and an Audience Favorite.</p> <p>Anticipated Attendance: 150 during the competition; winners on stage for closing keynote.</p>	<ul style="list-style-type: none"><li>• Logo on Official GHC Website</li><li>• Logo on GHC Mobile App</li><li>• Logo on closing keynote PitchHER™ Slide</li><li>• PitchHER™ Competition Sponsor Mark</li><li>• Logo on Event Sign for Program</li><li>• Sponsor named in PitchHER™ Competition press release</li><li>• Access to Resume Database (July 27 - Dec. 31)</li><li>• Opportunity to provide give-a-ways (content approved by AnitaB.org)</li><li>• Twelve Full Conference Passes</li><li>• 1-minute speaking opportunity</li><li>• Two invitations for GHC VIP Networking Event</li><li>• Sponsor may have four registered representatives attend this special event.</li><li>• Sponsors will receive the email addresses for the attendees who joined the event</li></ul>	<p><b>DELIVERABLE:</b> Logo upload to portal; confirm giveaway and how will be distributed, submission of speaking content</p> <p><b>DATE DUE:</b> 9/2/2020</p>



COMMUNITY SPONSORSHIPS: PROGRAMS	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<b>PitchHER™ Competition Event Sponsorship -</b> \$25,000 <b>QUANTITY AVAILABLE: 10</b>	<p>Sponsor the third annual PitchHER Competition, and show your support for female entrepreneurs who are leading early-stage technology startups. The contest will support and encourage entrepreneurs from all industries. Sponsorship provides new funding opportunities to these founders. The top 10 finalists will compete on stage at GHC for a total of \$100,000 in prize money, split among three winners and an Audience Favorite.</p> <p>Anticipated Attendance: 150 during the competition; winners on stage for closing keynote.</p>	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Logo on GHC Mobile App</li> <li>• Logo on closing keynote PitchHER™ Slide</li> <li>• PitchHER™ Competition Sponsor Mark</li> <li>• Logo on Event Sign for Program</li> <li>• Opportunity to provide give-a-ways to attendees (content approved by AnitaB.org)</li> <li>• Four Full Conference Passes</li> <li>• Two invitations for GHC VIP Networking Event</li> <li>• Sponsor may have four registered representatives attend this special event.</li> <li>• Sponsors also have the opportunity for a 3 min speaking slot during the event (content approved by AnitaB.org)</li> <li>• Sponsors will receive the email addresses for the attendees who joined the event</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal; confirm giveaway and how will be distributed, submission of speaking content  <b>DATE DUE:</b> 9/2/2020

LOUNGES	DESCRIPTION	BENEFITS	DELIVERABLES / DATES
<b>Poster Session -</b> \$10,000 <b>QUANTITY AVAILABLE: 2</b>	<p>Host a mind-expanding Technical Poster Session. It's the perfect opportunity for researchers — many of whom are still exploring new ideas and have not fully developed a paper — to informally present their research projects to conference attendees and receive feedback from experts. Selected poster presenters also compete in the distinguished ACM Student Research Competition, which offers an award to finalists. Sponsor this event and get direct access to top talent from the next generation.</p>	<ul style="list-style-type: none"> <li>• Logo on Official GHC Website</li> <li>• Logo on Event Sign for Program</li> <li>• Sponsor Logo on loop for 15 seconds on digital poster session presentation screens</li> <li>• Four Full Conference Passes</li> </ul>	<b>DELIVERABLE:</b> Logo upload to portal  <b>DATE DUE:</b> 9/2/2020