



ANITA
B.ORG 2023

GRACE HOPPER CELEBRATION

VIRTUAL & IN-PERSON / ORLANDO, FL
SEPTEMBER 26-29, 2023

PROSPECTUS
FOR CORPORATE SPONSORS



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A MESSAGE FROM OUR PRESIDENT AND CEO

Last year's Grace Hopper Celebration was like no other Celebration before. With grit, hope, and resilience - much like those who have charted the course through the many challenges we all face - we hosted our first-ever hybrid event, offering in-person and virtual participation. Gathering in person for the first time in three years was a much-needed opportunity, to be sure.

We at AnitaB.org, much like so many organizations and companies who participated, are still fueled by all we experienced last September. I continued to be personally encouraged to witness the power of coming back together and the momentum that continues post event. How can we possibly exceed that? Well, simply said...we move forward...and we ask that you join us at GHC 23.

We reflect on our mission of intersectional equity and pay parity in tech...and we move forward. We strive to address the barriers women and non-binary technologists face each and every day...and we move forward. We build on the successes, big and small...and we continue to move forward.

AnitaB.org and GHC 23, together with all of you and those we work to serve, are THE WAY FORWARD!

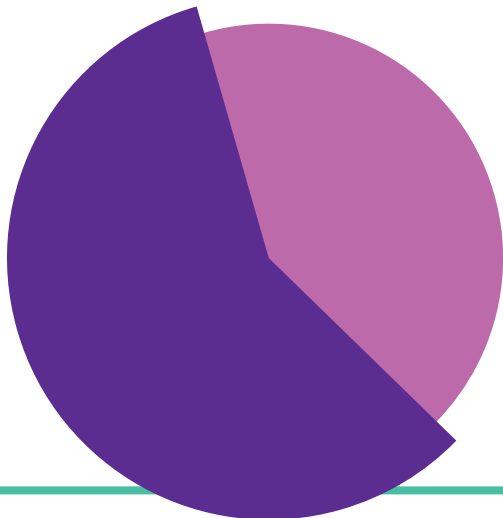
Brenda Wilkerson

Brenda Darden Wilkerson
President and CEO of AnitaB.org



GHC 22 BY THE NUMBERS

 **30,000+**
TOTAL ATTENDEES



56% IN-PERSON **44%** VIRTUAL



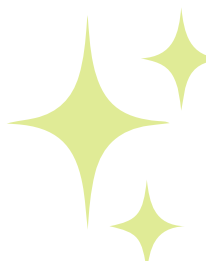
2+ MILLION
MINUTES OF ON-DEMAND
CONTENT WATCHED

86%  WOMEN

6%  MEN

1%  NON-BINARY

6%  PREFER NOT
TO ANSWER

 **66%**
FIRST TIME
ATTENDANCE



79
COUNTRIES
REPRESENTED

 **13%**
BLACK, LATINX, NATIVE AMERICAN,
PACIFIC ISLANDER

 **10%**
LGBTQIA+



25,000+
MEETINGS BOOKED
WITH CANDIDATES



24% ENTRY LEVEL **36%** MID-CAREER **23%** SENIOR/EXEC



300+
SPEAKERS



5
AVERAGE MEETINGS
BOOKED PER CANDIDATE

IN-PERSON SPONSORSHIP OPPORTUNITIES FOR CORPORATIONS

	Emerald	Diamond	Platinum	Gold	Silver	Bronze	Start-Up* ^①
	\$275,000	\$200,000	\$125,000	\$75,000	\$50,000	\$25,000	\$9,500
In-Person Registrations	68	42	28	14	8	5	2
Virtual Registrations	42	26	18	9	6	4	
1 Year Premium Membership Included with Each Registration	•	•	•	•	•	•	•
Opportunity to Purchase Additional Registrations* ^②	•	•	•	•	•	•	•
Access to Group Hotel Room Booking	Week 1	Week 2	Week 3	Week 4	10+ IP Reg Required* ^③	10+ IP Reg Required* ^③	10+ IP Reg Required* ^③
Expo Hall Space Size	50' x 40'	40' x 30'	30' x 20'	30' x 10'	20' x 10'	10' x 10'	10' x 8' Turn-Key Kiosk* ^④
Expo Hall Location Preference (In Order of Purchase)	•	•	•				
Staffing Required During All Expo Hall Hours	•	•	•	•	•	•	•
1:1 Meeting Space(s) 10' x 10' sq/ft (Can Opt Out)* ^⑤	2	2	1	1	1	1	
Logo (Or Name) on GHC Event Site	•	•	•	•	•	•	•
Innovation Showcase Recording	•						
Virtual Sponsor Profile	•	•	•	•	•	•	•
Video for Sponsor Profile	•	•	•	•			
1:1 Meetings	•	•	•	•	•	•	•
Group Meetings	•	•	•	•	•	•	•
Logo (Or Name) on GHC Site (Not Exclusive)	•	•	•	•	•	•	•
Logo (Or Name) in a GHC Email (Not Exclusive)	•	•					
Logo (Or Name) on Pre-Roll Slides or Video (Not Exclusive)	•	•	•	•	•		
General Session Video Spot (30 sec) (Not Exclusive)	•						
Exclusive Social Media Posts	•						
Logo (Or Name) on On-Site Venue Signage (Not Exclusive)	•	•	•	•	•	•	•
Logo (Or Name) on On-Site Column Wraps (Not Exclusive)	•						
Logo (Or Name) on Main Stage Thank You Slide (Not Exclusive)	•	•					
Access to Resume Database* ^⑥	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 6
Job Board Postings	20	15	10	5	4	3	3
Abie Awards Sponsor Recognition (Not Exclusive)	•						
Name Recognized for Support of Advancing Inclusion Program	•	•	•	•	•	•	

*^① Start-Up Eligibility: Seed Funding through Series B Funding only.

*^② Additional registrations can be purchased: \$1,298 for In-Person (limit 70) or \$649 for Virtual (limit 50).

*^③ Access to group hotel room booking is available for sponsors with 10 or more In-Person registrations. Sponsor may need to purchase additional registrations to reach the minimum required.

*^④ 10' x 8' Turn-Key Kiosk: 10' x 8' fabric backwall with graphics, one meter counter with storage and 2 stools.

*^⑤ Opportunity to purchase additional 1:1 Meeting Space for \$5,000 each. Subject to availability.

*^⑥ For data privacy reasons, access to Resume Database can only be granted to sponsors with a signed agreement.

VIRTUAL SPONSORSHIP OPPORTUNITIES FOR CORPORATIONS

	Gold	Silver	Bronze
	\$60,000	\$35,000	\$15,000
Virtual Registrations	40	24	10
Opportunity to Purchase Additional Registrations* ^①	•	•	•
1 Year Premium Membership Included with Each Registration	•	•	•
Access to Group Hotel Room Booking	10+ IP Reg Required* ^②	10+ IP Reg Required* ^②	10+ IP Reg Required* ^②
Logo (Or Name) on GHC Event Site	•	•	•
Virtual Sponsor Profile	•	•	•
1:1 Meetings	•	•	•
Group Meetings	•	•	•
Logo (Or Name) on GHC Site (Not Exclusive)	•	•	•
Logo (Or Name) on Pre-Roll Slides or Video (Not Exclusive)	•	•	•
Logo (Or Name) on On-Site Venue Signage (Not Exclusive)	•	•	•
Access to Resume Database* ^③	Week 3	Week 4	Week 5
Job Board Postings	5	4	3

*^① Additional registrations can be purchased: \$1,298 for In-Person (limit 70) or \$649 for Virtual (limit 50).
 *^② Access to group hotel room booking is available for sponsors with 10 or more In-Person registrations. Sponsor may need to purchase additional registrations to reach the minimum required.
 *^③ For data privacy reasons, access to Resume Database can only be granted to sponsors with a signed agreement.



SPONSORSHIP ADD-ONS

SPONSORSHIP PURCHASE REQUIRED (PAGES 5-6)

INNOVATION SHOWCASE SESSION

24 AVAILABLE / VIRTUAL

\$10,000

Share your latest and greatest with GHC attendees! Highlight innovative initiatives, provide product demos, or present ongoing research with a 10-minute Innovation Showcase Session. Sessions will be available on demand for all attendees.

- > Session to be pre-recorded by Sponsor.
- > Session to be available in Anita Borg On Demand Studio and will expire 60 days after close of GHC.
- > Sponsor commits to session-related timelines/deadlines (timelines/deadlines to be released in Sponsor Fulfillment Guide).

BENEFITS

- > Logo on GHC website
- > Exclusive per-session sponsorship
- > Session featured in Anita Borg On Demand Studio

NEWSLETTER PROMOTION

5 AVAILABLE / VIRTUAL & IN-PERSON

\$10,000

Show your organization's support for women and non-binary technologists through exclusive corporate branding in one promotional email.

- > Exclusive to one Sponsor per email; date of execution to be determined by AnitaB.org.
- > On average, emails will be distributed to over 25,000 attendees; open rate average in 2022 was 70%.

BENEFITS

- > Logo on GHC website
- > Logo on email
- > Opportunity to provide hyperlink and Sponsor tagline (up to 20-words) in email

NEWSLETTER BRANDING

5 AVAILABLE / VIRTUAL & IN-PERSON

\$5,000

Show your organization's support for women and non-binary technologists through corporate branding in one promotional email. These communication pieces are distributed to all attendees leading up to GHC.

- > Branding is not exclusive and may be shared with other purchasing Sponsors.
- > On average, emails will be distributed to over 25,000 attendees; open rate average in 2022 was 70%.

BENEFITS

- > Logo on GHC website
- > Logo on email, co-branded with up to 4 other purchasing Sponsors

JOB BOARD POSTINGS (PACK OF 5)

UNLIMITED / VIRTUAL & IN-PERSON

\$500

Boost your talent acquisition strategy and highlight open positions by purchasing Job Board Postings on the AnitaB.org Job Board.

- > Credentials to the self-serve portal to be supplied by AnitaB.org.
- > Posting and management of job posts to be maintained by Sponsor.

BENEFITS

- > Logo on GHC website

70%
AVERAGE EMAIL
OPEN RATE
IN 2022

EMAILS
DISTRIBUTED TO
25,000+
ATTENDEES
ON AVERAGE



PROMOTIONAL OPPORTUNITIES / BRANDING & VISIBILITY

SPONSORSHIP PURCHASE NOT REQUIRED



ATTENDEE BAGS

3 AVAILABLE / IN-PERSON

\$40,000

Lend attendees a helping hand by sponsoring the GHC bag. Your logo will be included on the GHC bag, alongside the branding of AnitaB.org and other purchasing sponsors.

- > Sponsorship and branding are not exclusive and may be shared with up to 2 other purchasing Sponsors.

BENEFITS

- > Logo on GHC website
- > Bags designed and produced by AnitaB.org
- > 2 in-person GHC registrations

SHUTTLE SERVICE BRANDING

1 AVAILABLE / IN-PERSON

\$40,000

Grab this premium, high-visibility branding opportunity and become the exclusive Sponsor of the GHC Shuttle Service! Your brand will reach grateful GHC attendees as they hop on board the complimentary shuttles transporting them between official GHC hotels and venue(s).

- > Includes Sponsor branding on all shuttle-related signage.
- > Sponsorship and branding are exclusive to one purchasing Sponsor.

BENEFITS

- > Logo on GHC website
- > Logo co-branded with AnitaB.org on all Shuttle Bus logistics signs (venue(s), official GHC hotels and GHC bus stops)

COAT & LUGGAGE CHECKS

1 AVAILABLE / IN-PERSON

\$30,000

Provide a highly valued service to all GHC attendees by sponsoring the coat and luggage checks! The free coat check and luggage storage locations ensure that attendees can safely store bulky items in a secure area with dedicated staff. This is a high-visibility opportunity!

BENEFITS

- > Logo on GHC website
- > Logo co-branded with AnitaB.org on Coat and Luggage Check walls in high traffic areas at the venue and the main hotel
- > Designed and produced by AnitaB.org

RE-CHARGING LOUNGE

6 AVAILABLE / IN-PERSON

\$25,000

We need to re-charge more than just our devices... we also need to re-charge ourselves. Sponsor a space in the Expo Hall where GHC attendees can relax, catch up on work, and meet their peers. This dedicated area includes basic lounge furniture as well as charging stations.

- > Opportunity includes 1 Re-Charging Lounge.
- > Lounge location and assignment at the discretion of AnitaB.org.

BENEFITS

- > Logo on GHC website
- > Logo co-branded with AnitaB.org in Re-Charging Lounge at GHC (designed and produced by AnitaB.org)
- > Option to provide branded giveaways to lounge attendees (Sponsor responsible for giveaways and handling cost)
- > 2 in-person GHC registrations

PROMOTIONAL OPPORTUNITIES / BRANDING & VISIBILITY

SPONSORSHIP PURCHASE NOT REQUIRED

CHILDCARE

4 AVAILABLE / IN-PERSON

\$20,000

Demonstrate your dedication to inclusivity by supporting childcare at GHC. We will provide free on-site childcare to attendees with kids 0 to 12 years of age, allowing caregivers to attend GHC and participate in activities.

BENEFITS

- > Logo on GHC website
- > Logo co-branded with AnitaB.org and up to 3 other purchasers on Childcare signage
- > 2 in-person GHC registrations

LACTATION ROOMS

2 AVAILABLE / IN-PERSON

\$20,000

Demonstrate your dedication to and support of people who are lactating while they attend GHC by providing a secure and private space for them to utilize.

- > Opportunity includes 2 Lactation Rooms.

BENEFITS

- > Logo on GHC website
- > Email promotion in advance of GHC
- > Logo co-branded with AnitaB.org on Lactation Rooms (2) at GHC (designed and produced by AnitaB.org)
- > 2 in-person GHC registrations

CHARGING STATIONS

10 AVAILABLE / IN-PERSON

\$8,500

Help attendees stay powered-up and ready to take on GHC! Charging stations throughout the event space allow for high-profile branding and on-site visibility. Charging stations will vary in form from kiosks to charging tables.

- > Includes exclusive branding on 2 Charging Stations.
- > Station location and assignment at the discretion of AnitaB.org.

BENEFITS

- > Logo on GHC website
- > Logo displayed on 2 Charging Stations

2
CHARGING STATIONS
INCLUDED WITH
THIS OPPORTUNITY



**Photo/image is intended as an example. Final product may differ.*

PROMOTIONAL OPPORTUNITIES / CONTENT & SESSIONS

SPONSORSHIP PURCHASE NOT REQUIRED

LIVE DESK & MAIN STAGE

2 AVAILABLE / IN-PERSON

\$80,000

The Live Desk will return for GHC 23 and boasts all the added benefits of a hybrid event! Hosted by a live anchor, the Live Desk and Main Stage will be active both virtually and in-person throughout the duration of GHC, featuring Keynotes, Featured Sessions, engaging interviews, program recommendations for attendees, and more. Live Desk and Main Stage Sponsor branding will be prominently featured throughout the GHC virtual broadcast and in-person.

- > Sponsorship spans all 3 days of GHC; not sold individually by day.
- > Sponsorship and branding are not exclusive and may be shared with up to 1 other purchasing Sponsor.

BENEFITS

- > Logo on GHC website
- > Up to 90-second speaking opportunity (pre-recorded)
- > Co-branding in an email (non-exclusive)
- > Logo co-branded in Main Stage and Live Desk with AnitaB.org and up to 1 other purchasing Sponsor
- > 2 in-person GHC registrations
- > 2 virtual GHC registrations

CO-BRANDED FIRESIDE CHAT WITH BRENDA DARDEN WILKERSON, PRESIDENT AND CEO OF ANITAB.ORG

2 AVAILABLE / VIRTUAL

\$55,000

Take advantage of this exciting opportunity to participate in a Fireside Chat with AnitaB.org President & CEO Brenda Darden Wilkerson! We will work with you to identify a C-level representative from your organization to participate in a 25-minute Fireside Chat. This is a unique opportunity to highlight your organization's initiatives, programs, and technologies with our highly engaged GHC 23 audience.

- > Session slot (day, time, and room placement) to be determined by AnitaB.org.
- > Session topic to be determined in cooperation with AnitaB.org.
- > Session to be produced by AnitaB.org and recorded prior to GHC.
- > Session to be available in Anita Borg On Demand Studio and through AnitaB.org Membership Platform 60 days after close of GHC.
- > By purchasing this opportunity, Sponsor commits to session-related timelines/deadlines (timelines/deadlines to be released in Sponsor Fulfillment Guide).
- > Session is eligible for consideration as a Featured Session on Live Desk.
- > Limit 1 per Sponsor.

BENEFITS

- > Logo on GHC website
- > Sole Sponsor for each Session
- > Session featured in Anita Borg On-Demand Studio
- > 3 virtual GHC registrations
- > 2 in-person GHC registrations for Speaker and/or guests

ANITA BORG ON DEMAND STUDIO

3 AVAILABLE / VIRTUAL

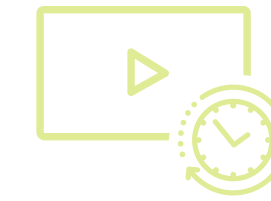
\$30,000

The Anita Borg On Demand Studio features incredible, community-driven content curated through our traditional, annual Call For Participation process. Sponsorship of the Anita Borg On Demand Studio provides significant exposure, with over 2 million minutes of content viewed at GHC 22.

- > Branding may be shared with up to 2 other purchasing Sponsors.
- > Anita Borg On Demand Studio accessible on event platform for 60 days after close of GHC.

BENEFITS

- > Logo on GHC website
- > Logo utilized in areas, virtual and in-person, relevant to Anita Borg On Demand Studio
- > 2 virtual GHC registrations
- > 2 in-person GHC registrations



2+ MILLION
MINUTES OF ON-DEMAND
CONTENT VIEWED

PROMOTIONAL OPPORTUNITIES / CONTENT & SESSIONS

SPONSORSHIP PURCHASE NOT REQUIRED

CUSTOM CAREER CONVERSATION

3 AVAILABLE / IN-PERSON

\$30,000

Unlock the door to opportunity for women and non-binary technologists by hosting a Custom Career Conversation, providing insights into your organization's success, workplace culture, and more. Share how you landed your role, achieved a promotion, received a grant, or other notable milestones in your career. Inspire other technologists to reach their full potential. Career Conversations are 45-minute sessions, including 10-15 minute introductions with audience Q&A making up the remainder of time. Content must be approved by AnitaB.org through the Content Review Process.

- > Session slot to be determined by AnitaB.org.
- > AnitaB.org to provide Session room, standard AV, and banquet setup.
- > Sponsor to provide all materials needed for Session.
- > Sponsor to cover potential additional speaker/facilitator costs (travel, accommodation, transfers, etc.).
- > By purchasing this opportunity, Sponsor commits to session-related timelines/deadlines (timelines/deadlines to be released in Sponsor Fulfillment Guide).
- > Limit 1 per Sponsor.

BENEFITS

- > Logo on GHC website
- > Sole Sponsor for In-Person Custom Career Conversation
- > 2 Speakers and/or facilitators will receive in-person GHC registrations

CUSTOM LEVEL UP LAB

20 AVAILABLE / IN-PERSON

\$30,000

Share your knowledge and help advance others in tech by providing a 60-minute custom workshop for 500+ attendees. The Level Up Lab will take place live and in-person at GHC. Content must be approved by AnitaB.org through the Content Review Process.

- > Session slot to be determined by AnitaB.org.
- > AnitaB.org to provide Session room, standard AV, and banquet setup.
- > Sponsor to provide all materials needed for Session.
- > Sponsor to cover potential additional speaker/facilitator costs (travel, accommodation, transfers, etc.).
- > By purchasing this opportunity, Sponsor commits to session-related timelines/deadlines (timelines/deadlines to be released in Sponsor Fulfillment Guide).
- > Limit 1 per Sponsor.

BENEFITS

- > Logo on GHC website
- > Sole Sponsor for Level Up Lab
- > In-person Level Up Lab
- > 4 Speakers and/or facilitators will receive in-person GHC registrations

ANITA BORG ON DEMAND STUDIO SESSION

10 AVAILABLE / VIRTUAL

\$25,000

On Demand content is in demand - with over 2 million minutes of content viewed at GHC 22! Sponsor and produce content for a 25-minute On Demand Session housed in the Anita Borg On Demand Studio. Your session is limited to a maximum of two speakers, and content must be approved by AnitaB.org through the Content Review Process.

- > Session to be pre-recorded by Sponsor.
- > Session to be available in Anita Borg On Demand Studio from start of GHC 23 until 60 days after close of GHC.
- > By purchasing this opportunity, Sponsor commits to session-related timelines/deadlines (timelines/deadlines to be released in Sponsor Fulfillment Guide).
- > Recordings submitted a week in advance of the deadline will be eligible for consideration as a Featured Session on the Live Desk.
- > Limit 1 per Sponsor.

BENEFITS

- > Logo on GHC website
- > Sole Sponsor for each session
- > Session featured in Anita Borg On Demand Studio
- > 3 virtual GHC registrations

SPONSOR & PRODUCE
CONTENT FOR A

25-MINUTE
ON DEMAND SESSION

PROMOTIONAL OPPORTUNITIES / CONTENT & SESSIONS

SPONSORSHIP PURCHASE NOT REQUIRED



END OF CELEBRATION REEL

2 AVAILABLE / VIRTUAL & IN-PERSON

\$25,000

Help us close out another inspirational and impactful GHC as a Sponsor of the GHC 23 Sizzle Reel! Your logo will be prominently displayed at the beginning of the Sizzle Reel, which is shared during the Closing General Session as part of the Live Desk and Main Stage programming for all attendees, both virtual and in-person, to see.

BENEFITS

- > Logo on GHC website
- > Logo on Closing Sizzle Reel
- > 2 virtual GHC registrations

OPEN SOURCE DAY

8 AVAILABLE / VIRTUAL

\$20,000

Sponsor one of our most unique opportunities, Open Source Day (OSD). OSD is an all-day series of virtual projects and workshops led by women and non-binary technologists in which participants of all levels learn about Open Source while contributing to projects designed to solve real world problems. This event offers Sponsors the opportunity to position themselves as thought leaders and gain visibility with the Open Source community.

- > Sponsorship and branding are not exclusive and may be shared with up to 7 other purchasing Sponsors.

BENEFITS

- > Logo on GHC website
- > Logo co-branded with AnitaB.org and up to 7 other purchasing Sponsors
- > 2 virtual GHC registrations

LIVE DESK INTERSTITIAL VIDEO

5 AVAILABLE / VIRTUAL

\$6,000

A great opportunity to announce a new or exciting promotion! Create a 30-second video to share with GHC attendees during the Livestream. The content is yours to draft, design, and share with a captive audience. These interstitials will be featured during the Livestream broadcast and run between sessions throughout GHC.

- > Video subject to approval by AnitaB.org.
- > Interstitial placement (day and time) to be determined by AnitaB.org.
- > By purchasing this Opportunity, Sponsor commits to interstitial-related timelines/deadlines (timelines/deadlines to be released in Sponsor Fulfillment Guide).
- > Limit 1 per Sponsor.

BENEFITS

- > Logo on GHC website
- > 30-second video content to run throughout GHC

CREATE A
30-SECOND
VIDEO TO SHARE WITH
ATTENDEES DURING
THE LIVESTREAM



PROMOTIONAL OPPORTUNITIES / IN-PERSON NETWORKING RECEPTIONS

SPONSORSHIP PURCHASE NOT REQUIRED

CELEBRATING BLACK TECHNOLOGISTS RECEPTION

2 SPONSORSHIPS AVAILABLE / IN-PERSON

\$40,000

Promote, support, and celebrate Black women and non-binary technologists from industry, government, academia, and more. The Celebrating Black Technologists Reception provides Black women and non-binary technologists the opportunity to network with one another, connect with leaders, and celebrate their accomplishments in tech.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with 1 other purchasing Sponsor.

BENEFITS

- > 1 sign co-branded with AnitaB.org and one other purchasing Sponsor at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

CELEBRATING LATINX TECHNOLOGISTS RECEPTION

2 SPONSORSHIPS AVAILABLE / IN-PERSON

\$40,000

Promote and support Latinx technologists from industry, government, academia, and more. The Celebrating Latinx Technologists Reception gives Latinx women and non-binary technologists the opportunity to network with one another, connect with leaders, and celebrate their accomplishments in tech.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with 1 other purchasing Sponsor.

BENEFITS

- > 1 sign co-branded with AnitaB.org and one other purchasing Sponsor at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

CELEBRATING LGBTQIA+ TECHNOLOGISTS RECEPTION

2 SPONSORSHIPS AVAILABLE / IN-PERSON

\$40,000

Promote and support LGBTQIA+ technologists and their alliance partners from industry, government, academia, and more. The Celebrating LGBTQIA+ Technologists Reception allows members of the community to network with one another in person, connect with leaders, and celebrate their accomplishments in tech.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with 1 other purchasing Sponsor.

BENEFITS

- > 1 sign co-branded with AnitaB.org and one other purchasing Sponsor at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

CELEBRATING SYSTEMS RECEPTION

2 SPONSORSHIPS AVAILABLE / IN-PERSON

\$40,000

Show your support for Systemers, the world's largest online community of women technologists, by hosting the Celebrating Systems Reception at GHC. The reception gives members of Systemers the unique opportunity to connect in person and offers other women technologists the opportunity to join the Systemers community.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with 1 other purchasing Sponsor.

BENEFITS

- > 1 sign co-branded with AnitaB.org and one other purchasing Sponsor at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

PROMOTIONAL OPPORTUNITIES / IN-PERSON NETWORKING RECEPTIONS

SPONSORSHIP PURCHASE NOT REQUIRED

CELEBRATING TECHNOLOGISTS OF COLOR RECEPTION

2 SPONSORSHIPS AVAILABLE / IN-PERSON

\$40,000

Promote and support women and non-binary technologists of color from industry, government, academia, and more. This in-person, program-based reception allows technologists of color the opportunity to network with one another, connect with leaders, and celebrate their accomplishments in tech. Developed in partnership with Center for Minorities and People with Disabilities in Information Technology and Underrepresented Women in Computing, the Celebrating Technologists of Color Reception focuses on raising awareness about the intersectionality of gender, race, and culture.

- > The audience includes anyone identifying themselves as a person of color: Black, Latinx, Native American, Native Hawaiian, Pacific Islander, and Asian.
- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with 1 other purchasing Sponsor.

BENEFITS

- > 1 sign co-branded with AnitaB.org and one other purchasing Sponsor at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

EARLY CAREER RECEPTION

2 SPONSORSHIPS AVAILABLE / IN-PERSON

\$40,000

Sponsor the Early Career Reception, a networking opportunity for women and non-binary technologists at a crucial stage in their careers... the beginning. Entry-level attendees are looking for guidance, support, and advice from each other as they embark on their journey to the top.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with 1 other purchasing Sponsor.

BENEFITS

- > 1 sign co-branded with AnitaB.org and one other purchasing Sponsor at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

MID-CAREER RECEPTION

2 SPONSORSHIPS AVAILABLE / IN-PERSON

\$40,000

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. Sponsor the in-person Mid-Career Reception to show your commitment to supporting women and non-binary technologists across all career stages and create a space for networking and sharing innovative strategies for retaining experienced mid-career leaders.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with 1 other purchasing Sponsor.

BENEFITS

- > 1 sign co-branded with AnitaB.org and one other purchasing Sponsor at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

300



ANTICIPATED AUDIENCE

PROMOTIONAL OPPORTUNITIES / IN-PERSON NETWORKING RECEPTIONS

SPONSORSHIP PURCHASE NOT REQUIRED

SENIOR CAREER RECEPTION

2 SPONSORSHIPS AVAILABLE / IN-PERSON
\$40,000

Sponsor the Senior Career Reception for women and non-binary technologists with years of experience in tech. Attendees will meet other senior career technologists and discuss opportunities and challenges for technologists in senior career roles. Attendees will connect over shared journeys and discuss how to foster the next generation of technologists.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with 1 other purchasing Sponsor.

BENEFITS

- > 1 sign co-branded with AnitaB.org and one other purchasing Sponsor at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

SENIOR LEADER & TECHNICAL EXECUTIVE RECEPTION

4 SPONSORSHIPS AVAILABLE / IN-PERSON
\$40,000

This exclusive, invitation-only event will provide a unique opportunity for Senior Leaders and Technical Executives to build their networks, engage in relevant conversations, participate in thought-provoking programming, and more. You won't want to miss the Senior Leader and Technical Executive Reception, an opportunity to join AnitaB.org in cultivating a community of thought leaders dedicated to the creation of inclusive workplaces.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with up to 3 other purchasing Sponsors.

BENEFITS

- > 1 sign co-branded with AnitaB.org and up to 3 other purchasing Sponsors at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

GHC SPEAKERS RECEPTION

4 SPONSORSHIPS AVAILABLE / IN-PERSON
\$20,000

Honor our GHC Speakers by co-hosting a reception for these experienced women and non-binary technologists. The GHC Speakers Reception will provide light food and beverages, networking opportunities, and a celebratory atmosphere.

- > The anticipated audience is 300.
- > Sponsorship and branding are not exclusive and may be shared with up to 3 other purchasing Sponsors.

BENEFITS

- > 1 sign co-branded with AnitaB.org and up to 3 other purchasing Sponsors at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

PUBLIC INTEREST TECH RECEPTION

4 SPONSORSHIPS AVAILABLE / IN-PERSON
\$20,000

AnitaB.org is committed to bringing a diverse group of technologists into the public sector across local, state, and federal government. Aligning with that commitment is the opportunity at GHC to gather and welcome technologists currently working in local, state, and federal government, as well as those interested in civic tech. Sponsor the Public Interest Tech Reception and help them connect, learn about one another, discuss the importance of a diverse civic tech workforce, and celebrate their accomplishments in tech.

- > The anticipated audience is 200.
- > Sponsorship and branding are not exclusive and may be shared with up to 3 other purchasing Sponsors.

BENEFITS

- > 1 sign co-branded with AnitaB.org and up to 3 other purchasing Sponsors at room location
- > Option to be included in welcome speech (in-person) at reception (content subject to AnitaB.org approval)
- > Option to provide branded giveaways to reception attendees
- > 2 in-person GHC registrations

PROMOTIONAL OPPORTUNITIES / VIRTUAL NETWORKING SESSIONS

SPONSORSHIP PURCHASE NOT REQUIRED

BLACK TECHNOLOGISTS VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

Promote, support, and celebrate Black women and non-binary technologists from industry, government, academia, and more. This virtual session allows attendees the opportunity to network with one another, connect with strong role models, and celebrate their accomplishments in tech.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations

GHC SCHOLARS VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

The GHC Scholars Virtual Networking Session brings together GHC Scholars from across the U.S. and around the world in one virtual space. Your sponsorship will help them connect with and learn about one another and start GHC with the ultimate networking opportunity combined with a proper celebration.

> The anticipated audience is 500.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 4 virtual GHC registrations

LATINX TECHNOLOGISTS VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

Promote and support Latinx women and non-binary technologists from industry, government, academia, and more. This virtual session gives Latinx technologists the opportunity to network with one another, connect with strong role models, and celebrate their accomplishments in tech. Your sponsorship will support Latinx technologists as they connect with one another to promote leadership and professional development among the current and next generations.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations

OPTION TO DELIVER A
2-MINUTE
INTRODUCTION AND
30-SECOND
FAREWELL DURING THESE
NETWORKING SESSIONS

PROMOTIONAL OPPORTUNITIES / VIRTUAL NETWORKING SESSIONS

SPONSORSHIP PURCHASE NOT REQUIRED

LGBTQIA+ TECHNOLOGISTS VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

Promote and support LGBTQIA+ technologists and their alliance partners from industry, government, academia, and more. This virtual session allows members of the community to network with one another, connect with strong role models, and celebrate their accomplishments in tech. Each year, we expand this program to better reflect the diversity within this community and support initiatives on both a national and global level.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations

PUBLIC INTEREST TECH VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

AnitaB.org is committed to bringing a diverse group of technologists into the public sector across local, state, and federal government. Aligning with that commitment is the opportunity at GHC to gather and welcome technologists currently working in local, state, and federal government, as well as those interested in civic tech. Sponsor the Public Interest Tech Virtual Networking Session and help them connect, discuss the importance of a diverse civic tech workforce, and celebrate their accomplishments in tech.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations

SYSTEMS VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

Show your support for Systems, the world's largest online community of women technologists, by hosting the Systems Virtual Networking Session at GHC. This event gives members of Systems the unique opportunity to connect virtually and offers other women technologists the opportunity to join the Systems community.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations

TECHNOLOGISTS OF COLOR VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

Promote and support women and non-binary technologists of color from industry, government, academia, and more. Your sponsorship will allow technologists of color the opportunity to network with one another, connect with role models, and celebrate their accomplishments in tech. This virtual session focuses on raising awareness about the intersectionality of gender, race, and culture.

> The audience includes anyone identifying themselves as a person of color: Black, Latinx, Native American, Native Hawaiian, Pacific Islander, and Asian.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations



PROMOTIONAL OPPORTUNITIES / VIRTUAL NETWORKING SESSIONS

SPONSORSHIP PURCHASE NOT REQUIRED

EARLY CAREER VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

Sponsor the Early Career Virtual Networking session, a virtual session for women and non-binary technologists at a crucial stage in their careers... the beginning. Entry-level technologists are looking for guidance, support, mentorship, and advice from each other and those more experienced in the field.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations

MID-CAREER VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

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 than their male counterparts. Sponsor the Mid-Career Virtual Networking Session to show your commitment to supporting women and non-binary technologists across all career stages and create a space for networking and sharing innovative strategies for retaining experienced mid-career leaders.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations

SENIOR CAREER VIRTUAL NETWORKING SESSION

1 AVAILABLE / VIRTUAL

\$30,000

Sponsor the Senior Career Virtual Networking Session for women and non-binary technologists who have been in tech for many years. Attendees will discuss their career next steps and the various opportunities open to technologists in senior career roles. Attendees will connect over shared journeys, mentorship, and how to give back to technologists at different stages in the pipeline and to foster the next generation.

> The anticipated audience is 200.

BENEFITS

- > Sole Sponsor for networking session
- > Logo on GHC website
- > Option to deliver an up to 2-minute introduction and 30-second farewell during networking session (content subject to AnitaB.org approval)
- > Attendee email contact list provided after GHC (subject to AnitaB.org Privacy Policy and applicable laws)
- > 2 virtual GHC registrations

200



**ANTICIPATED AUDIENCE
AT THESE SESSIONS**



ANITA
B.ORG 2023
GRACE HOPPER
CELEBRATION



**PURCHASE
YOUR SPONSORSHIP**
Support.AnitaB.org

SALES OPEN

AnitaB.org Partners
Wednesday, March 1, 2023
9 am PT

General Sales
Wednesday, March 8, 2023
9 am PT

QUESTIONS

BusinessDevelopment@AnitaB.org Or Contact Your Business Development Representative

All sales are final. Due to the nature of this event, once a Sponsorship or Marketing Promotional Opportunity is purchased it is removed from the available inventory and refunds will not be available after your purchase is confirmed. All payments must be made within 30 days. This policy is subject to change at the sole discretion of AnitaB.org.