

✦ QUEENS ✦ ✦

WOMEN IN
COMPUTING

Sponsorship
Package

WHO WE ARE

A letter from QWIC

I am thrilled to extend this invitation to partner with Queen's Women in Computing (QWIC). As a passionate advocate for diversity in technology, I've witnessed firsthand the incredible impact that our club has on empowering minorities in STEM.

When I first came to Queen's I felt incredibly isolated; less than 20% of our Computing program identifies as female. I struggled in classes without many friends, while I watched the men around me achieve grades I could only dream of. I discovered QWIC through an Instagram post about 'imposter syndrome'. This was the first time I had heard the term. I cannot describe the relief I felt learning that I was not alone in this feeling, and that there was a community fighting against it. Once I joined QWIC I began meeting new classmates and my confidence skyrocketed, along with my grades. With QWIC's support I was also able to land multiple internships throughout my degree.

I am so incredibly grateful to this club. Unfortunately, many gender minorities cannot find the same support and drop out of their STEM degrees. The leaky pipeline is a huge culprit for the gender gap in technology, and with the AI boom, we need diversity in STEM now more than ever.

To close the gap we must empower women with professional development, technical skills, mentorship, academic support, and a community. QWIC is more than just a club, it is a pathway to careers which we are held back from. Sponsoring our club helps break barriers in technology, eliminate bias, and create a better future for us all.

Thank you for considering this opportunity to make a lasting impact.

Best regards,
Lia Silver, Chair of Operations



WHO WE ARE

Overview

Queen's Women in Computing (QWIC) is a **community** for **women, underrepresented minorities**, and anyone **passionate about diversity in technology**. In this package you will find an overview of QWIC, the importance of sponsorship, and the benefits of partnering with us. On behalf of our sponsorship team we appreciate your time and generosity.



Our events

QWIC aims to empower students in Computing by running **hackathons, social events, networking opportunities, and mentorship programs.**

Partnership Impact

Your support allows us to book speakers, provide educational opportunities, rent spaces for events, cater for attendees, reward participants, and more!



PAST SPONSORS AND COLLABORATIONS



**Loblaw
Digital**

Sponsorship ✨

benefits

Sponsoring Queen's Women in Computing offers an opportunity for your company to connect with young women in STEM who are engaged in their community.

BUILD BRAND POWER AND ENHANCE YOUR IMAGE

By partnering with us, your company can showcase its commitment to diversity and inclusion while also benefiting from socially responsible marketing both on campus and across our social media platforms.

REACH NEW AUDIENCES

Our events have significant reach, with last year's hackathon drawing 111 applicants from across Canada and the US, 70 students coding in person, and 21 influential speakers. We also ran a live music night with 90 students in attendance and a spin class with 70 participants. Sponsorship will enhance your company's image and brand visibility while attracting diverse talent in computer science.

EMPOWER THE NEXT GENERATION OF WOMEN IN TECH

Your generosity will enable the next generation of aspiring engineers, managers, and innovators to develop skills and reach their full potential in the tech industry.

Sponsorship Tiers

Perks	Platinum	Gold	Sliver	Bronze
Value	\$1000	\$750	\$500	\$250
GENERAL WEBSITE RECOGNITION <ul style="list-style-type: none"> • Small company logo featured on our partnership page 	✓	✓	✓	✓
GENERAL SOCIAL MEDIA RECOGNITION <ul style="list-style-type: none"> • Social media recognition of QWIC partners on Instagram and Tiktok 	✓	✓	✓	✓
GENERAL ON STAGE ACKNOWLEDGES <ul style="list-style-type: none"> • Mentioned in general sponsorship slides during event presentations 	✓	✓	✓	✓
LOGO PLACEMENT ON EVENT MATERIALS <ul style="list-style-type: none"> • Company's logo on promotional posters around Queen's University campus 	✓	✓	✓	
SPECIAL SOCIAL MEDIA MENTION <ul style="list-style-type: none"> • Exclusive stand-alone post on QWIC's Instagram and Tiktok and LinkedIn • Sponsorship acknowledgement on our official podcast 	✓	✓	✓	
FEATURE COMPANY'S PROMOTIONAL ITEMS <ul style="list-style-type: none"> • Feature company merch and promotional materials at QWIC events 	✓	✓		
SPOTLIGHT AT EVENTS <ul style="list-style-type: none"> • Stand alone sponsorship slide with featured logo at events 	✓			
EXCLUSIVE RECOGNITION ON WEBSITE <ul style="list-style-type: none"> • Company logo highlighted on QWIC website home page • Include a paragraph on our sponsorship page 	✓			

Get in touch!

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Instagram: [@queenswic](https://www.instagram.com/queenswic) and [@qwic_community](https://www.instagram.com/qwic_community)

Tiktok: [@queenswic](https://www.tiktok.com/@queenswic)

Website: qwic.org

