



Sponsorship Package

University of Waterloo
Women+ in Tech Hackathon

September 26-28, 2025

In-person + Optional Virtual Components

Female-identifying individuals (Cis & Trans Women), non-binary, and other gender minorities

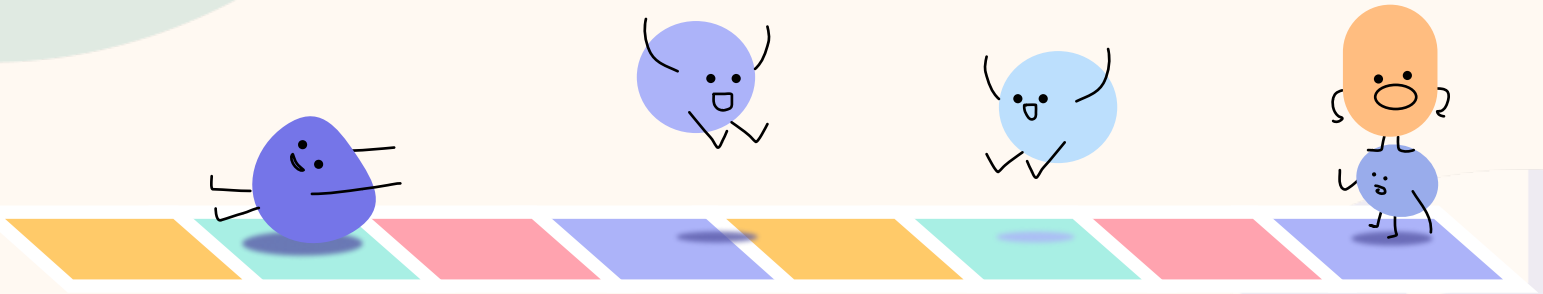
 itstechnova.org

 sponsors@itstechnova.org

OUR STORY

Problem

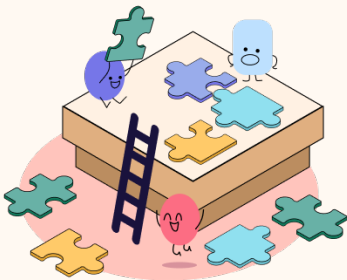
Although women make up half of the population and workforce, **they remain a minority in positions of leadership and technical careers.** Many underrepresented genders face different obstacles when breaking into the tech industry and are discouraged from furthering a career due to a variety of factors. Technova aims to change this.



Women comprise only **24%** of the board members for Canada's top 500 companies and hold only **25%** of jobs in the tech industry.

Our Values

As a community, we have the power to pave new avenues for women in technology and leadership and ensure they feel empowered.



Community



Create



Career

About Technova

TechNova is hosting its fourth iteration of the University of Waterloo's official Women+ in Tech hackathon. We strive to promote inclusivity and opportunities for women and other gender minorities in the tech industry, a traditionally male-dominated field, to provide a safe space to learn and grow.

Our hackathon will provide students with professional opportunities to develop the skills they need to make their ideas a reality. We are working with Women in Computer Science (WiCS) from the Cheriton School of Computer Science to bring this event to life.

IMPACT



200+

Event Attendees



40+

Projects Completed



30

Mentors



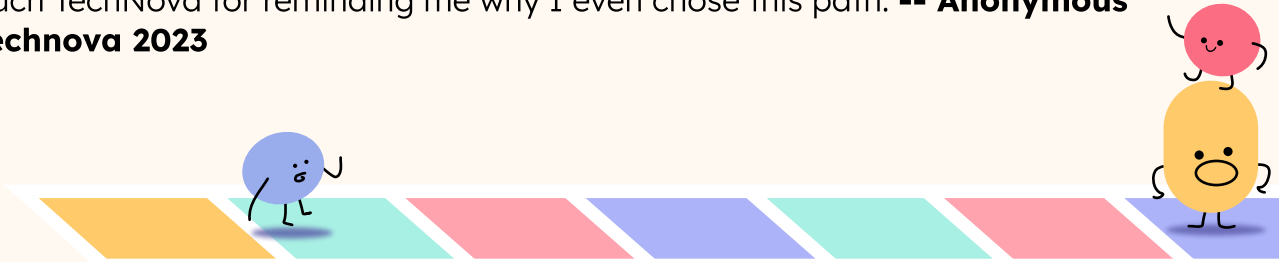
3,800

UW Students in our
Extended Community

Testimonials

If I could join TechNova every year, I would. It's such a memorable experience for persons of all types of backgrounds and all levels of experience. I was able to meet such talented people from other countries and I learnt a lot. -- **Rehannah Baptiste, Team A!ERT**

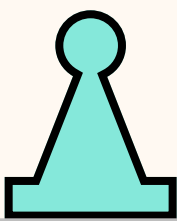
I loved the energy from the organizers and I've never been in a room with so many women interested in tech. It truly inspired me to step up and realize I belong in this field as a woman. Thank you so much TechNova for reminding me why I even chose this path. -- **Anonymous Hacker from Technova 2023**



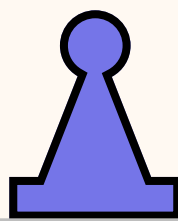
Why Sponsor TechNova?

Join us in fostering a **gender-equitable future in the tech industry** by creating opportunities through workshops and events to reach **talented and diverse participants**. With over 350 attendees last year from the University of Waterloo, the #1 most innovative university for 28 years, and across the globe, TechNova is a valuable partner and organization to sponsor.

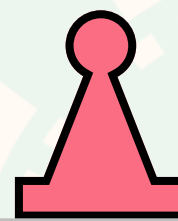
Access to
Top Talent



Brand Rep. and
Awareness



Get Product
Feedback



SPONSORSHIP TIERS

Startup
email us

Bronze
\$2500

Silver
\$5000

Gold
\$7500

Recruiting & Networking

Sponsor Booth	🌸	🌸	🌸	🌸
Career Fair Info Package	🌸	🌸	🌸	🌸
Mentors	🌸	🌸	🌸	🌸
Company Representatives on Platforms	2	3	4	6
Resume Bank of Interested Students			🌸	🌸
Filter by Student Interest				🌸

Marketing & Branding

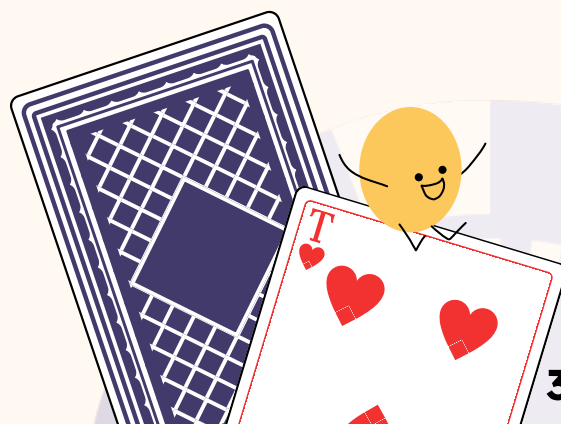
Newsletter to Mailing List	opportunities	opportunities	feature	spotlight
Website Logo	small	small	medium	large
Sponsored Swag Bag Items	🌸	🌸	🌸	🌸
Social Media Stories	🌸	🌸	🌸	🌸
Certificate of Donation	virtual	virtual	virtual	+physical
Women+ in Tech Post			🌸	🌸
Website Sponsor Showcase	+\$750	+\$750	🌸	🌸
Social Media Take Over*	+\$500	+\$500	+\$500	🌸

Prize & Engagement

API Workshop	🌸	🌸	🌸	🌸
Custom Workshop*	🌸	🌸	🌸	🌸
Stage Time at Opening Ceremony				30 secs
Panel Judge	🌸	🌸	🌸	🌸

Add-Ons

Mini Competition (during hackathon)*	+\$750
Sponsor Our Themed Prize*	+\$1500





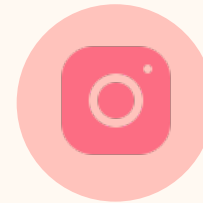
Thank you for your interest in supporting TechNova.



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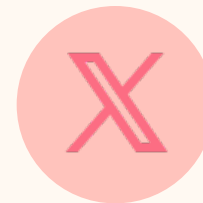
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We acknowledge that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples.

