

A Virtual Event Celebrating
International Women's Day on **March 8th, 2019**



GIRL GEEK X

ELEVATE

Sponsorship Prospectus - Spring 2019 Virtual Event

Contact us **TODAY**: sponsors@girlgeek.io

About The Girl Geek X Team



Leverage the Girl Geek X brand and our decade of events and experience growing the women in tech community — build your tech employer brand with Girl Geek X!

Meet the team:

Angie Chang, CEO & Co-Founder

Instigating Bay Area Girl Geek Dinners in 2008, Angie relaunched the brand as Girl Geek X in 2018. Her previous roles included leading employer partnerships at a women's coding bootcamp, founding Women 2.0 to promote women's entrepreneurship in technology, and working in startups in everything from front-end engineering to product management.

Sukrutha Bhadouria, CTO & Co-Founder

By day, she works as a senior engineering manager at Salesforce. By night, Sukrutha is passionate about changing the world for girls with Girl Geek X. With an background in engineering leadership, Sukrutha is leading the technical direction of programs at Girl Geek X! In her spare time, she trains for races (swimming, running, biking).

Gretchen DeKnikker, COO

From founding employee to founder, Gretchen is an expert at launching and scaling B2B startups. Most recently, she was COO at SaaStr and previously co-founded SocialPandas (backed by True Ventures). Gretchen attended DotCom University (double-majoring in Boom and Bust) and holds an MBA from UC Berkeley. She loves hip hop and bacon.



A Decade of Community Growth



2018



2008



Girl Geek X Growing Opportunities



We have hosted **200+ events** over a decade, building a dynamic **community of over 16,000 women in tech** who are excited about learning and connecting for their fast-moving careers in new tech.

Girl Geek X is now offering more formats and opportunities for women to share leadership strategies, STEM expertise, and career advice in a fast-paced industry — and **more opportunities for sponsorship!**



PayPal™



Palantir



Pinterest

Why Partner with Girl Geek X?



Reach and connect with a global audience by extending the lifetime of your Girl Geek X partnership from a single event in one location to months with one of our sponsor packages.

Recognition:

Leverage the Girl Geek X brand and our **decade of events and experience growing the women in tech community** to build your tech employer brand with Girl Geek X as a trusted partner.

Retention:

Sponsoring a Girl Geek X program, similar to participating in Grace Hopper Conference, is an encouraging activity for **women in your company to engage as organizers, volunteers and speakers.**

Recruiting:

In addition to women visiting your office for the event to network with your volunteers and speakers, **your recruiting efforts will be supported by Girl Geek X across multiple channels worldwide.**



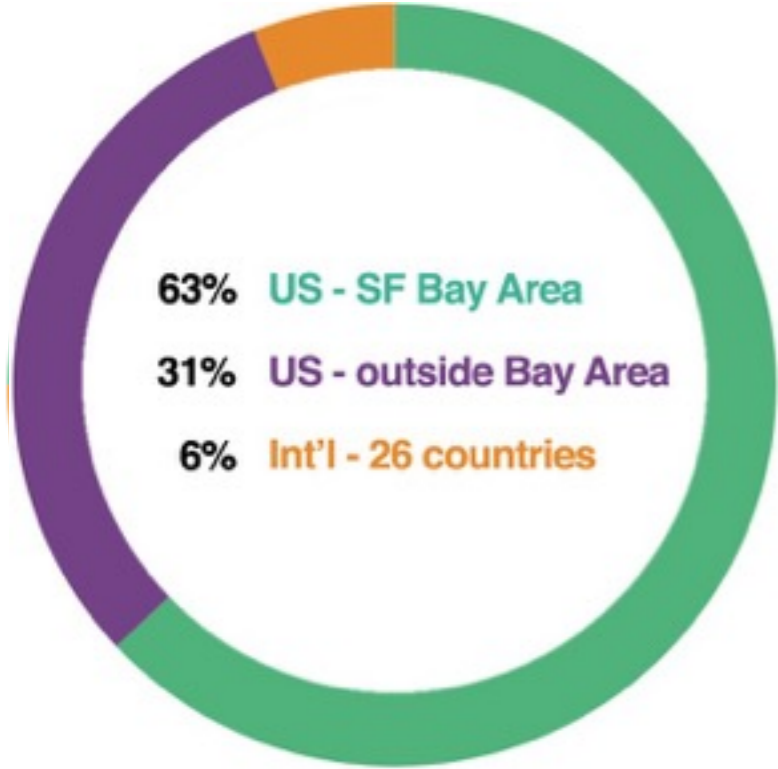
Our Audience: 2018 Attendee Snapshot



39% of attendees have 10+ years of experience.

Connect with hundreds of hard-to-reach senior-level candidates, passive & active, from around the world:

Attendees by Geo



Attendees by Level



TOP 20 JOB TITLES

- Product Manager
- Senior Software Engineer
- Engineering Manager
- Data Scientist
- Project Manager
- Program Manager
- Senior Product Manager
- Software Developer
- Engineer
- Product Designer
- QA Engineer
- UX Designer
- Director of Engineering
- Lead Software Engineer
- Technical Program Manager
- Technical Project Manager
- Customer Success Manager
- Data Analyst
- Developer
- Marketing Manager

Snapshot of 2017 Event Host Companies



box

EA
ELECTRONIC ARTS™

HITACHI

 KAISER
PERMANENTE®


KHANACADEMY

Linked in™

ORACLE®

 **PayPal**

 **Pinterest**

 salesforce

splunk>


STITCH FIX™

stripe

 **twilio**


workday.

 **Zillow** GROUP

Recruiting Female Leaders in Tech

Director of Engineering Arquay Harris:

“ In April of 2016, I went to a **Girl Geek Dinner hosted at Slack**. I've been to many Girl Geek Dinners over the years and always enjoy the speaker lineup and networking opportunities. I was so impressed by Slack, and the women in senior roles, that **I decided to apply even though I wasn't seriously looking**. It's been almost two years and I still very much enjoy the work that I do and the amazing people I get to work with everyday. **I credit Girl Geek Dinners with exposing me to such a great company.** ”



Recruited at: **slack** Girl Geek Dinner





**GIRL GEEK X
ELEVATE**



WHAT'S INCLUDED?

Choose from one of three sponsorship options and fill your pipeline for senior roles with highly-qualified candidates by sponsoring Girl Geek X virtual conference.

INCLUSION IN EVENT MARKETING

Pre-event: your logo is featured on the event website, included in all pre-conference email and in all multi-channel social promotion leading up to the event.

Post-event: your logo will be included in the "Thank You" email.

For Gold and Platinum sponsors: We will include a pre-event Girl Geek X article highlighting a speaker from your organization; we will distribute post-event via multi-channel promotion your event session video, along with a dedicated sponsor blog post with a transcript.

CONFERENCE SPONSORSHIP

All packages include the option to host a private or public viewing party.

Sponsors will receive a list of names, titles, companies and emails of attendees who have opted-in to being contacted by potential employers.

For Gold and Platinum sponsors: We will include a speaking opportunity for a senior leader within your organization.

Platinum sponsors may host a 15 minute virtual coffee break within the event to interact with attendees and tell them more about your job opportunities.

PARTNER BENEFITS

Your company will be featured on Girl Geek X website as a trusted partner.

We will include your job listing for 30 days, and the job listings for all sponsors will be sent in a dedicated mailing to all conference attendees in advance of the event, and featured in our weekly newsletter to the entire community post-event.

For Gold and Platinum sponsors: We will also include any event session video that feature speakers from your company.

TO COMPARE SPONSOR OPTIONS, PLEASE SEE TABLE ON THE NEXT SLIDE



GIRL GEEK X ELEVATE



SUPERCARGE RECRUITING

Reach senior candidates by sponsoring Girl Geek Elevate, a Virtual Conference for women in tech focused on leadership development.

SPONSORSHIP PACKAGES FOR GIRL GEEK ELEVATE (Spring 2019)

Event Marketing - Your Logo in:

| | PLATINUM \$20K | GOLD \$15K | SILVER \$10K |
|---|-------------------|---------------|-----------------|
| Exclusive Branded Conference Session Break | ✓ | | |
| Speaking Opportunity for Your Senior Leader | ✓ | ✓ | |
| Access to Opt-in Conference Attendee List | ✓ | ✓ | ✓ |
| Option to Host a Private or Public Viewing Party | ✓ | ✓ | ✓ |
| Your Company's Job Listings Promoted by Girl Geek X | 15 | 10 | 5 |

Sponsorship Benefits - You Get:

| | PLATINUM \$20K | GOLD \$15K | SILVER \$10K |
|--|-------------------|---------------|-----------------|
| Girl Geek X Trusted Partner Webpage for Your Company | PREMIERE | FEATURED | AFFILIATE |
| Girl Geek X Article featuring Your Senior Leader | ✓ | ✓ | |
| Multi-Channel Social Promotion | ✓ | ✓ | ✓ |
| Inclusion in Pre- and Post- Event Emails | ✓ | ✓ | ✓ |
| Girl Geek X Conference Website Presence | X-LARGE | LARGE | MEDIUM |

SPONSOR LEVELS

PLATINUM

Coffee Break Session +
Speaker + Viewing Party

GOLD

Speaker + Viewing Party

SILVER

Viewing Party

FOR MORE DETAIL, SEE PREVIOUS SLIDE

Contact us **TODAY**: sponsors@girlgeek.io