



# Girl Geek X Sponsorships For 2020



**GIRL GEEK X**

**EVENTS**

2020 Sponsorship Prospectus



Contact us **TODAY**: [sponsors@girlgeek.io](mailto: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 team:**

## **Angie Chang, CEO & Co-Founder**

Angie started Bay Area Girl Geek Dinners in 2008 and rebranded to 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 product management to web development.

## **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 a 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 enterprise software companies. 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.



# Girl Geek X Sponsorship Opportunities



We have hosted **250+ events** over the past decade, building a dynamic **community of over 18,000 women in tech** who are excited about learning and connecting for their fast-moving careers.

Girl Geek X now offers 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™



 Pinterest



 OpenAI

# 12 Years Of Community Growth



2020

250+

EVENTS

14,000  
FOLLOWERS

20,000  
SUBSCRIBERS



12,000  
FANS



2008



# Why Partner With Girl Geek X?



**Extend the lifetime of your Girl Geek X partnership to months of brand exposure with a sponsorship package!**

## **Recognition:**

Leverage 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 coming to your office for the event to network, **your recruiting efforts will be supported by Girl Geek X across multiple channels worldwide.**



# Snapshot Of Hosting Companies



# Our Audience - Attendee Snapshot



**33%**

of attendees are **actively looking** for a new job

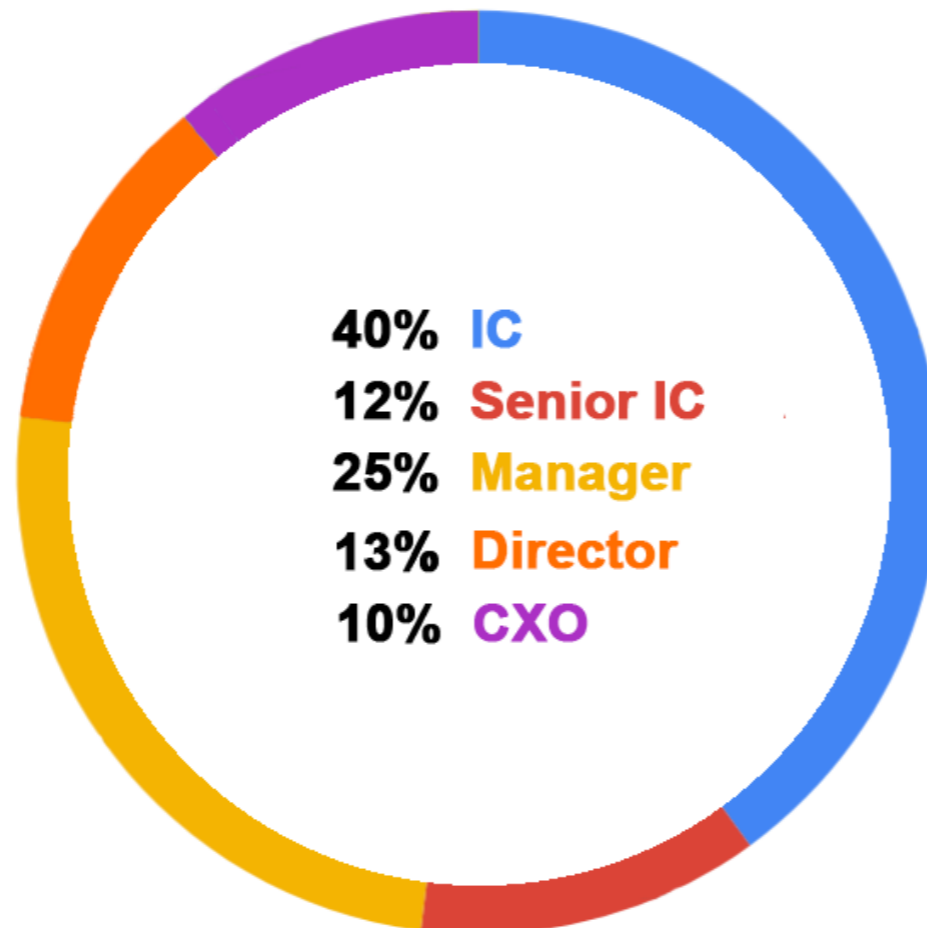


**77%**

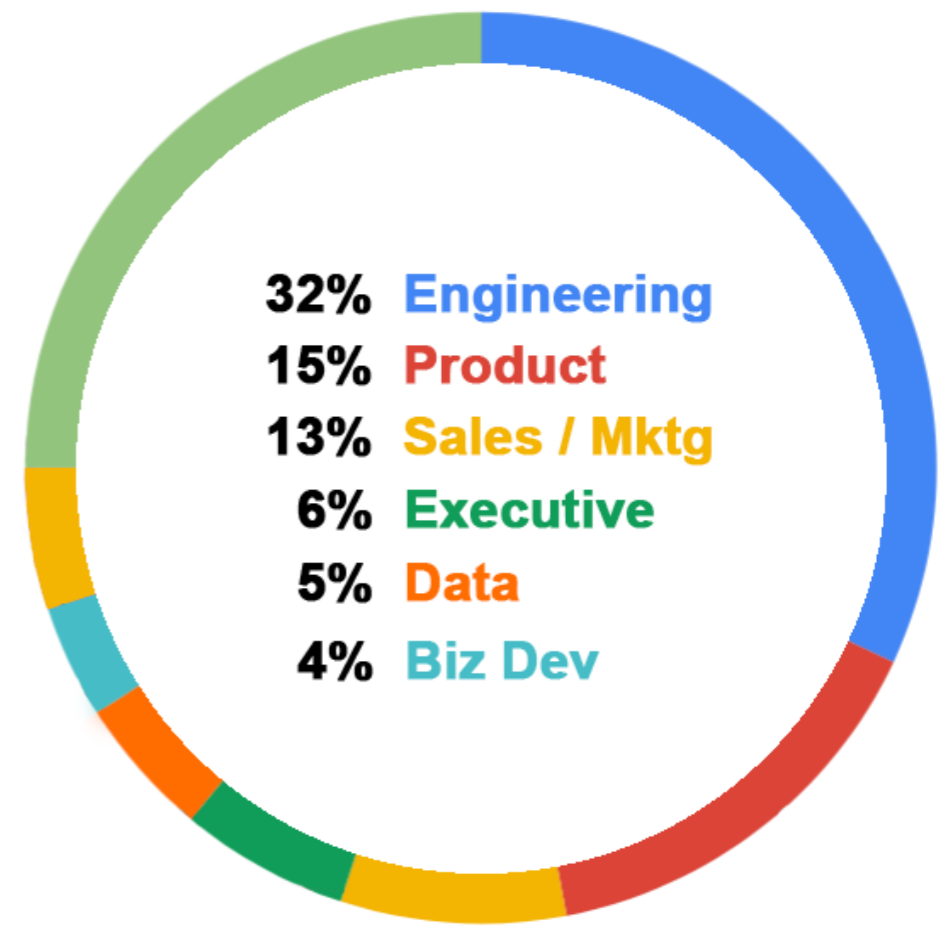
of attendees want to hear about job opportunities

**Girl Geek X events boast a high-quality attendee profile. Mix it up with rising engineers and leaders at Silicon Valley's hottest tech companies. We host thousands at Girl Geek X events every year.**

Attendees by Level



Attendees by Team



# Recruiting Female Leaders in Tech

**Arquay Harris, Director of Engineering:**

“

**In 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.**

**I was so impressed by Slack, and the women in senior roles, that I decided to apply even though I wasn't seriously looking.**

**I credit Girl Geek Dinners with exposing me to such a great company. It's been years and I enjoy the work that I do and the amazing people I get to work with everyday.**

”



Arquay Was Recruited At Slack Girl Geek Dinner





GIRL GEEK X  
DINNERS



# Sponsor And Host A Girl Geek Dinner On-Site



## GIRL GEEK DINNER / \$15K

Host a Girl Geek Dinner at your company in-person, and **AMPLIFY** your employer brand globally with partnership!

We will professionally record your event and produce content to be amplified to the Girl Geek X community for 3 months.

### Benefits include:

- **Priority scheduling:** We prioritize first-available Girl Geek Dinner dates for companies that partner with an AMPLIFY sponsorship.
- **Extend your exposure:** We will professionally record your Girl Geek Dinner event and amplify your reach with online exposure for 3 months of multi-medium, multi-channel distribution (video, podcast, blog post with transcript, social media marketing).
- **Co-branded assets:** The co-branded creative and video are powerful pieces of content to use in your future recruiting efforts (ie. website, email, Glassdoor page).

## REACH MORE CANDIDATES

We provide a professional videographer for your event and promote across multiple channels:



Use the professionally-produced video and content for future recruiting.



Excerpts of your event featured in a Girl Geek X podcast.



Girl Geek X blog post with a transcript of your video.

**90 DAYS OF PROMOTION**



# GIRL GEEK X WEBCASTS



## Take Your Event Online With Girl Geek Webcasts



### GIRL GEEK WEBCAST / \$12K

**REACH** a worldwide audience by partnering with Girl Geek X to host a **Girl Geek Webcast!**

We will stream your virtual event globally and produce content to be amplified to the Girl Geek X community for 3 months.

#### Benefits include:

- **Exposure to a wider audience:** REACH an audience beyond one night, one location by including remote employees who can join live, or watch later, from anywhere.
- **Maximize REACH with multi-media distribution:** We extend the life of your webcast with online exposure for 3 months with multi-medium, multi-channel distribution (video, podcast, blog post with transcript, social media marketing).
- **Co-branded assets:** The co-branded creative and video are powerful pieces of content to use in your future recruiting efforts (ie. website, email, Glassdoor page).

### REACH MORE CANDIDATES

We will livestream your event and promote across multiple channels:



Video of your webcast for future recruiting.



Excerpts of your event featured in a Girl Geek X podcast.



Girl Geek X blog post with a transcript of your video.

**90 DAYS OF PROMOTION**

# Testimonials From Sponsors



**"Surprisingly, this was a really easy event to put together. Girl Geek has mastered how to throw a successful event and provides the steps needed to do so along the way."**



- Recruiter, Blend -

**"We made a few engineering hires from the previous Pinterest Girl Geek Dinner we hosted (we are still hearing positive buzz!). We are excited to host another one."**

- Recruiter, Pinterest -



Contact us to **learn more**: [sponsors@girlgeek.io](mailto:sponsors@girlgeek.io)

# Frequently Asked Questions



## Q: What are the advantages of each package?

**A:** The main difference is whether your event is in-person or online. Amplify package brings attendees into your office to get a feel for your culture, with networking opportunities. Reach package provides an opportunity for your employer brand to reach a global audience online with a webcast; you also reach those with obligations that make attending evening events difficult, and engage your remote employees.



## Q: What am I responsible for as the host?

**A:** Amplify sponsors provide venue, catering, speakers, swag and A/V. With Reach webcasts, sponsors provide speaker. Girl Geek X provides all marketing and promotion, provides guidance on planning, and provides a professional video production crew for Amplify dinners. Sponsors can use the Girl Geek X co-branded videos for recruiting.

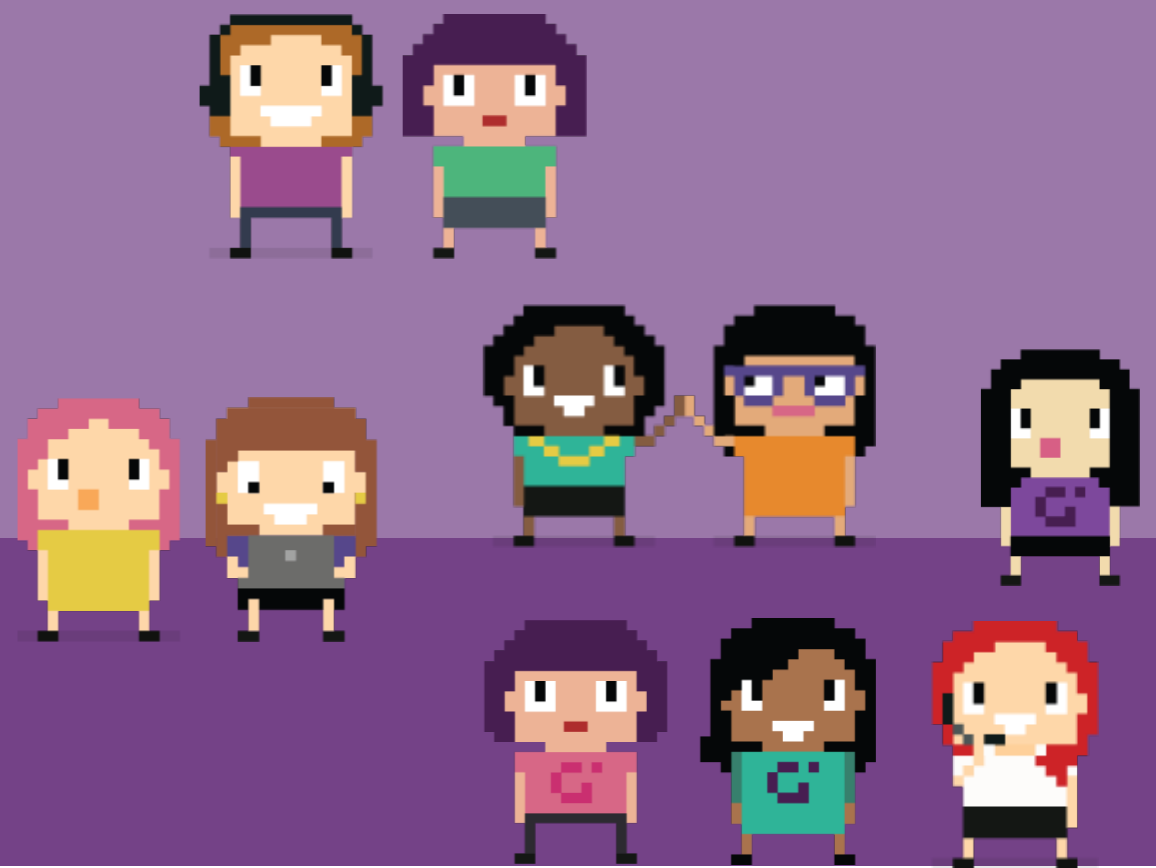


## Q: Do you have advice on how to get budget?

**A:** Yes! 77% of attendees are open to hearing about new jobs. Plus, the video from your event will become your best asset for recruiting diverse teams. It provides potential candidates with a sense of your company's culture and the team, and demonstrates a clear commitment to creating opportunities for women to be visible within your organization.



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## SELECT YOUR SPONSORSHIP LEVEL

Amplify your reach with a Girl Geek X event!

### GIRL GEEK X 2020 SPONSORSHIP PACKAGES

Package Benefits - You get:

	AMPLIFY DINNER \$15K	REACH WEBCAST \$12K
Featured in a Girl Geek X email newsletter	✓	✓
Professionally-produced video of your event	<b>ONSITE</b>	<b>VIRTUAL</b>
Your job listings promoted by Girl Geek X	12	8
Access to opt-in attendee list from event	✓	✓
Excerpts included in Girl Geek X podcast	✓	✓
Girl Geek X trusted partner webpage	✓	✓
Inclusion in pre- and post- event emails	✓	✓
Multi-channel social promotion for 90 days	✓	✓
Blog post with transcript of your event	✓	✓
Speaking opportunities for your company	✓	✓

For more details, see previous slide

### SUPERCHARGED RECRUITING

- Spotlight female leaders within your organization.
- Connect your recruiters with a global audience.
- Solidify your reputation as an organization that supports and promotes women in tech.

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