



Girl Geek X Sponsorships For 2023



GIRL GEEK X **DINNERS** 2023 SPONSORSHIP PROSPECTUS

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 team:

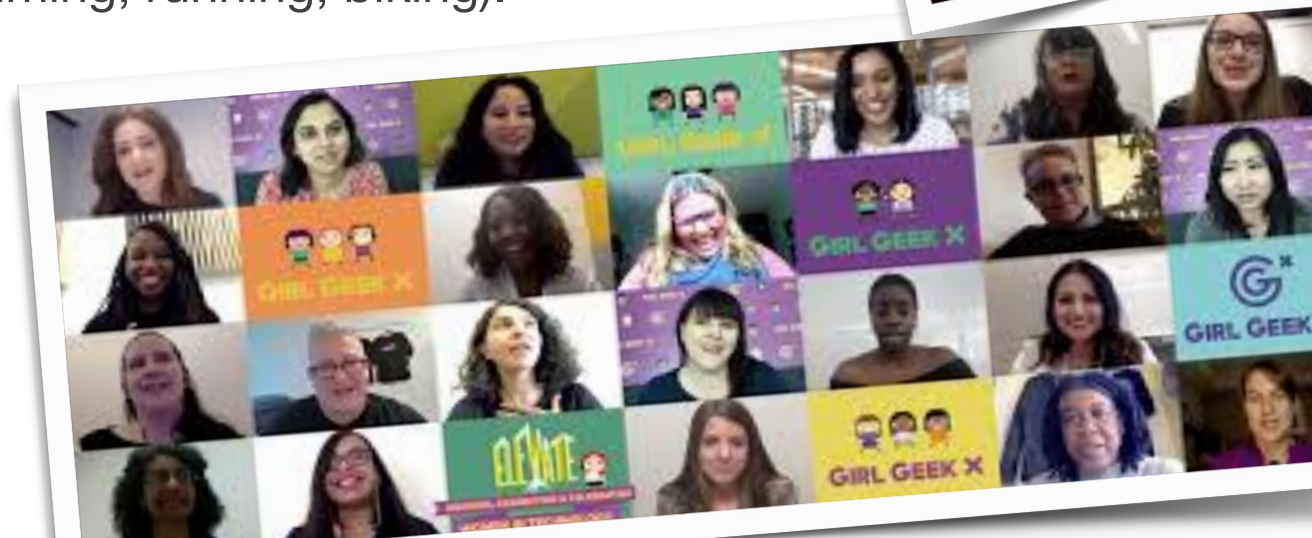
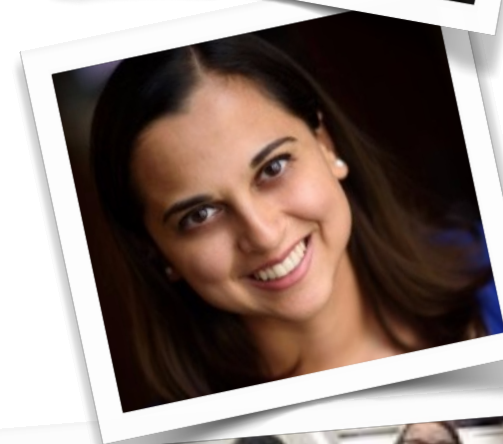
Angie Chang, CEO & Co-Founder

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 engineering school, 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 director of engineering 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).



Girl Geek X Sponsorship Opportunities



We have hosted **250+ events** over the past decade, building a dynamic **community of over 40,000 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

Over a Decade of Community Growth



2023

250+

EVENTS

20,000
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

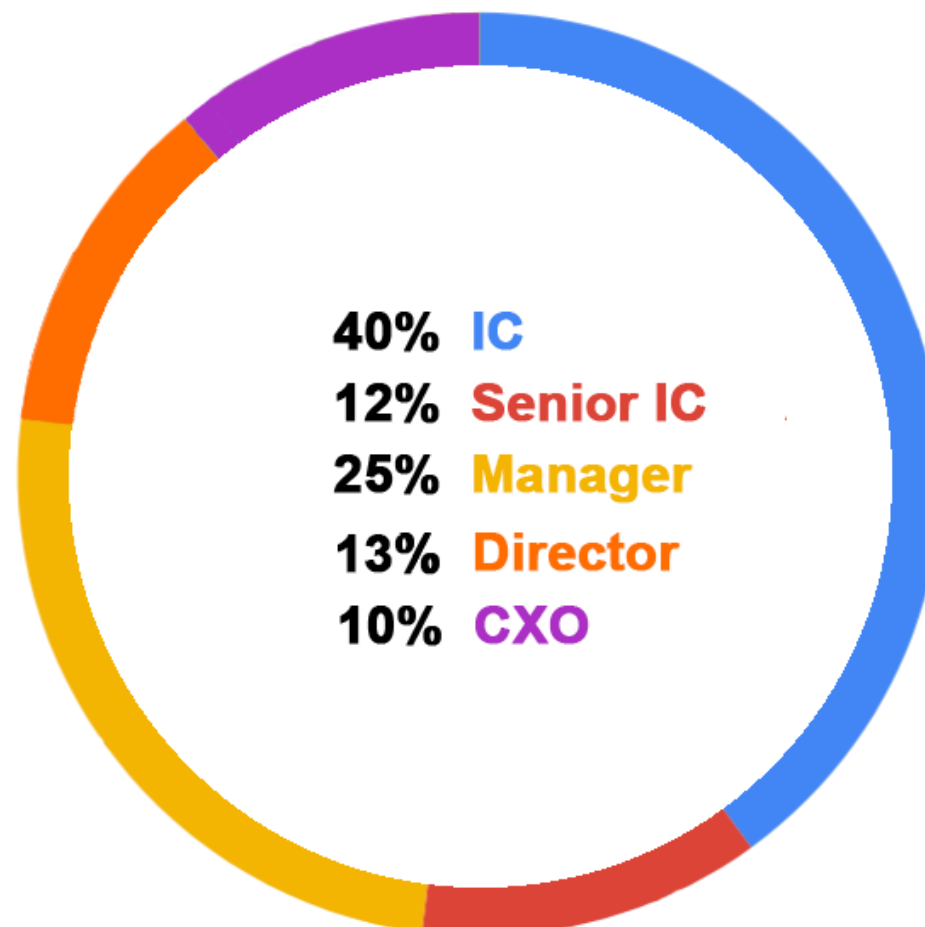


77%

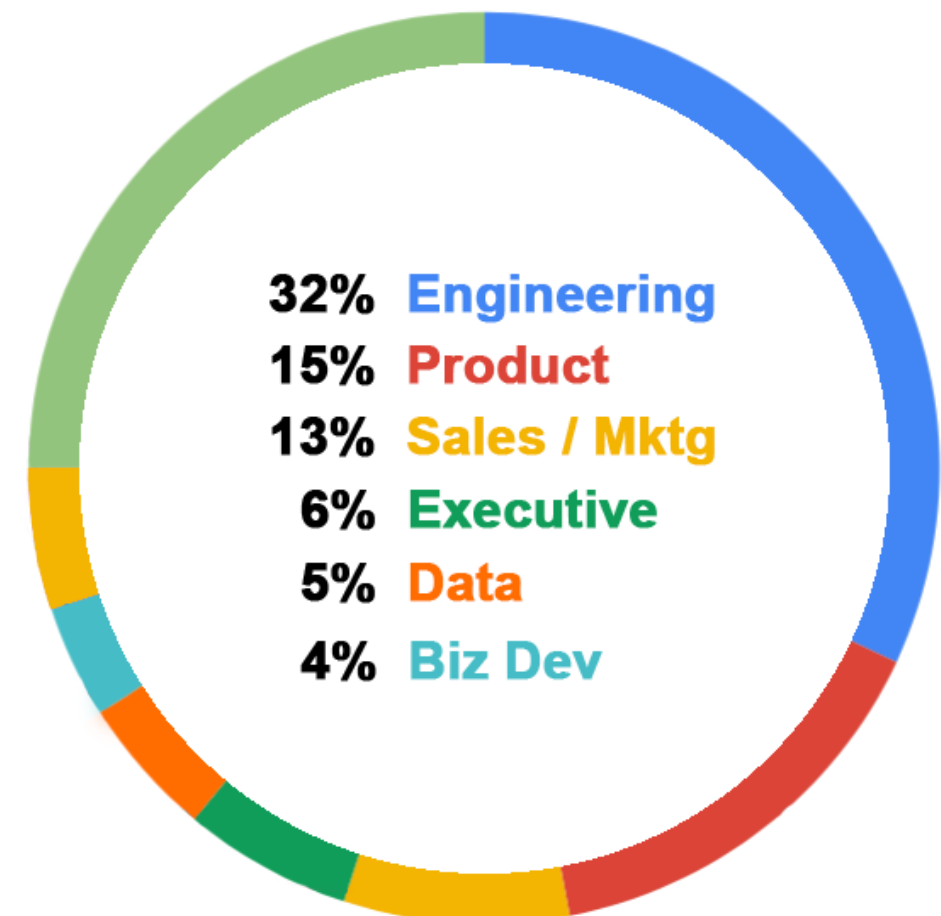
of attendees want
to hear about job
opportunities

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



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



Take Your Event Online With Girl Geek REACH



GIRL GEEK WEBCAST / \$15K

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

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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?

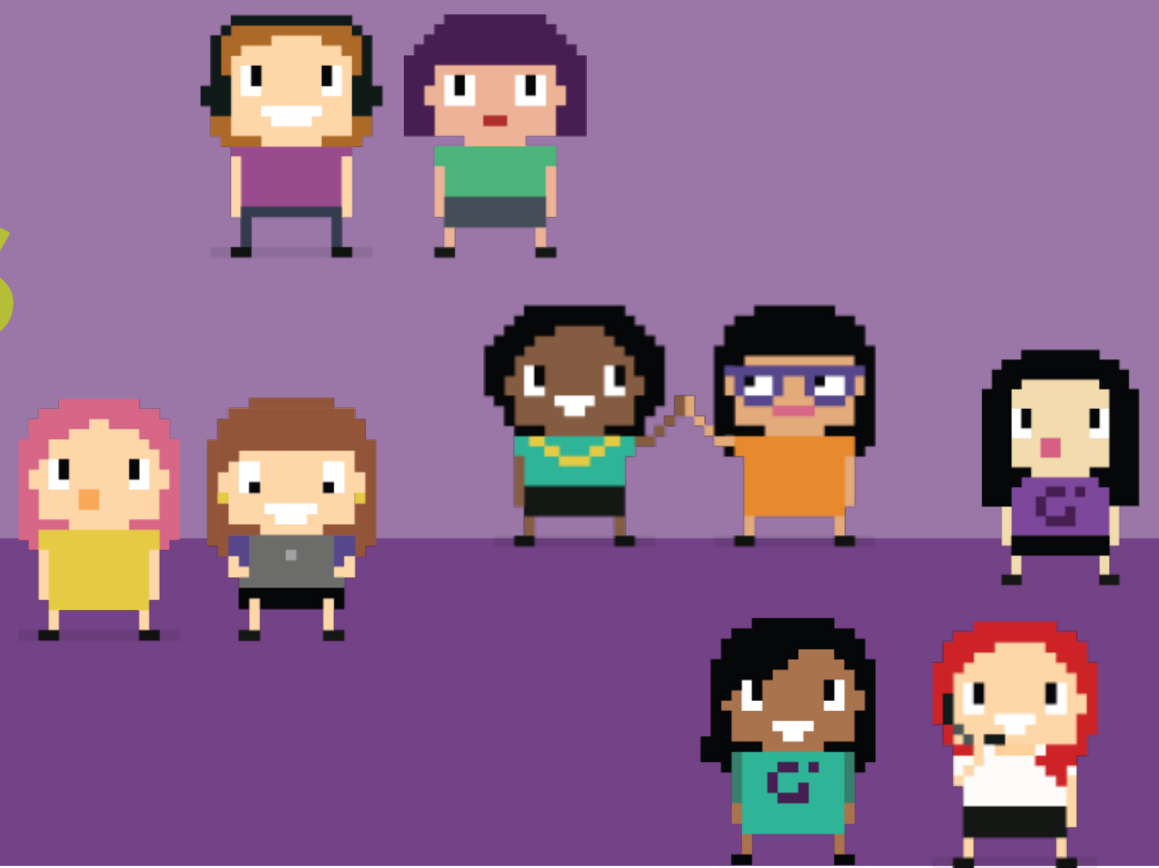
A: AMPLIFY sponsors provide venue, catering, speakers, swag and A/V. With REACH webcasts, sponsors provide speaker. Girl Geek X provides all marketing and promotion, provides guidance on planning, and provides a professional video production crew for Amplify dinners. Sponsors can use the Girl Geek X 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 2023 SPONSORSHIP PACKAGES

Package Benefits - You get:

	AMPLIFY DINNER \$15K	REACH WEBCAST \$15K
Featured in a Girl Geek X email newsletter	✓	✓
Professionally-produced video of your event	ONSITE	VIRTUAL
Your job listings promoted by Girl Geek X	12	8
Access to opt-in attendee list from event	✓	✓
Speaking opportunities for your company	✓	✓
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	✓	✓

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.

For more details, see previous slide

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