

**AUG 20TH
11:30AM**

**Hats off to Women
in the Channel!**



10TH ANNUAL EVENT

WOMEN IN THE IT CHANNEL

VIRTUAL RECOGNITION LUNCHEON

Partnership Opportunities

The 10th edition of our annual summer conference celebrating the critical role women play in the Channel becomes a 90-minute session with all the networking, inspirational presentations, awards, and surprises that you have come to expect.

The luncheon will feature a mix of live and pre-recorded material and opportunities for exciting, unstructured conversation in breakout rooms. The event will take place on WIT-TV, a unique platform that offers the audience the opportunity to watch videos, download white papers, live chat, and socialize in established sponsor breakout rooms.

Stories on the presentations, panels, and winners will be amplified through the ITWC network of publications and be posted on a Women in the IT Channel Recognition Luncheon hub that will be promoted for three months.



AGENDA

WELCOMING REMARKS

HALL OF FAME RECOGNITION

Recognition of three nominees to the Hall of Fame

FEATURED SPEAKER ADDRESS

Featured Speaker to be confirmed

BREAKOUT ROOM (15-minute conversation)

Suggested topics: What's the biggest change you've seen in the last 10 years and the last six months? Or use it to allow the audience an opportunity to offer a "hat's off" shout out to a colleague or co-worker.

'RISING STAR' AWARD PRESENTATION

'MENTOR OF THE YEAR' AWARD PRESENTATION

EVENT CONCLUSION

Close with the Hall of Fame Video

POST-EVENT BREAKOUT ROOM (20 minutes)

Suggested topic: Looking ahead 10 years, what are the hard/soft skills required for channel success?



Partnership Opportunities

SOLD

FOUNDING SPONSOR
(1 AVAILABLE)

FOUNDING SPONSOR BENEFITS INCLUDE:

- Co-host of the event
- Senior executive can offer opening remarks (8 minutes)
- Opportunity to introduce the guest speaker
- Host a 15-minute breakout social room during the event
- Opportunity Introduce one of the three Hall of Fame nominees
- A pre-recorded three-minute interview with a senior executive on diversity to be played during the luncheon.
- Opportunity to post two assets (video or whitepaper) on the DX-TV platform.
- Logo recognition on all marketing material
- CASL-compliant list of registrants and attendees
- Recognition in editorial coverage
- Social media amplification

PREMIERE SPONSOR
(2 AVAILABLE)

PREMIERE SPONSOR BENEFITS INCLUDE:

- Opportunity to introduce one of the three Hall of Fame nominees
- A pre-recorded three-minute interview with a senior executive on diversity to be played during the luncheon.
- Opportunity to host a 20-minute breakout room at the beginning or end of the day.
- Opportunity to post two assets (video or whitepaper) on the WIT-TV platform.
- Logo recognition on all marketing material
- Social media amplification
- CASL-compliant list of registrants and attendees

PRESENTING SPONSOR
(2 AVAILABLE)

PRESENTING SPONSOR BENEFITS INCLUDE:

- Opportunity to introduce the Rising Star or Mentor of the Year Award
- A pre-recorded three-minute interview with a senior executive on diversity to be played during the luncheon
- Opportunity to post two assets (video or whitepaper) on the WIT-TV platform.
- Logo recognition on all marketing material
- Social media amplification
- CASL-compliant list of registrants and attendees

Partnership Opportunities

DIVERSITY VIDEO SPONSOR (3 AVAILABLE)

DIVERSITY VIDEO SPONSOR BENEFITS INCLUDE:

- A pre-recorded three-minute interview with a senior executive on diversity to be played during the luncheon
- Opportunity to post one asset (video or whitepaper) on the WIT-TV platform.
- Logo recognition on all marketing material
- CASL-compliant list of registrants and attendees

SNACK BAR SPONSOR (1 AVAILABLE)

SNACK BAR SPONSOR BENEFITS INCLUDE:

- Corporate logo on all marketing materials and the WIT-TV platform
- This is a branded section of the platform where guests can choose between a \$5 coffee card or a \$5 donation to Food Banks Canada to support COVID-19 relief efforts. Limit of one gift card/donation per attendee, per day. Minimum attendance time to qualify: 35 minutes.

SUPPORTING SPONSOR (4 AVAILABLE)

SUPPORTING SPONSOR BENEFITS INCLUDE:

- Opportunity to post one asset on the WIT-TV platform
- Logo placement of the platform and sponsorship mention during the event

CONTACT US
sales@itwc.ca

