



## SPONSORSHIP OPPORTUNITIES

Women Leading in Technology (WLiT) is a program of the Minnesota High Tech Association that supports women driving, leading and enabling business through technology. Sponsorship opportunities are a great way to empower women, promote careers in technology and connect with a broad network of women in technology leadership.

## THE NEED

While the tech industry is disrupting the world of work, the technology sector is much further away from achieving gender equality than the US economy as a whole. While the percentage of women in the United States labor force has gradually climbed to more than half over the past decades, women make up less than 20% of US tech jobs.

- Women own only 5% of startups
- The rate of women in computing roles has been in decline since 1991
- Women earn only 28% of computer science degrees
- Only 7% of partners at top venture capital firms are women

**We believe that no one stands alone –** and strive to create community through the networking and conversations at our quarterly events. Our events provide learning opportunities in technology, career development, as well as help to promote careers in technology.

The WLiT community also partners with other non-profits to help bring not only the next generation of women leaders into the workplace but also, women returning to the workplace.

We believe in “reaching back” to support students studying STEM disciplines. With the help of the MHTA Foundation, WLiT funds an annual scholarship that is given to a female undergraduate student studying a STEM discipline.



# We need your help. Support WLiT in 2019.

## 2019 Events

- Tuesday, February 12, 2019: Networking and Program
- Tuesday, April 30, 2019: Networking and Program
- August, TBD: Networking only
- Tuesday, October 22, 2019: Networking and Program

## WLiT Annual Sponsor: \$5,000

- Opportunity to welcome guests (up to 3 minutes) at one of the four events
- Logo on all WLiT marketing materials and event website
- Opportunity to display company materials, giveaways, etc. at event
- Attendee list post-event (name, title & company name)
- Six complimentary tickets per event

## WLiT Event Sponsor: \$1,500

- Company name (and/or logo) in all event marketing materials and event website
- Opportunity to display company materials, giveaways, etc. at event
- Attendee list post-event (name, title & company name)
- Two complimentary tickets to event

## Event Details

In 2018, nearly 1,000 women from Minnesota technology companies attended Women Leading in Technology events. Supporting WLiT programming is not just a great way to empower women, but also an opportunity to increase impact and influence in the Minnesota technology community.

198

Attendees

140

Companies

22.7%

C-suite Attendees

## Contact us for more information.

WLiT Board Member Jennifer Simon  
952-452-4960  
[jennifer@talentemail.com](mailto:jennifer@talentemail.com)

MHTA Sponsorship Director Ray Hoover  
320-293-2312  
[rhoover@mhta.org](mailto:rhoover@mhta.org)

