

**Impact the Future**

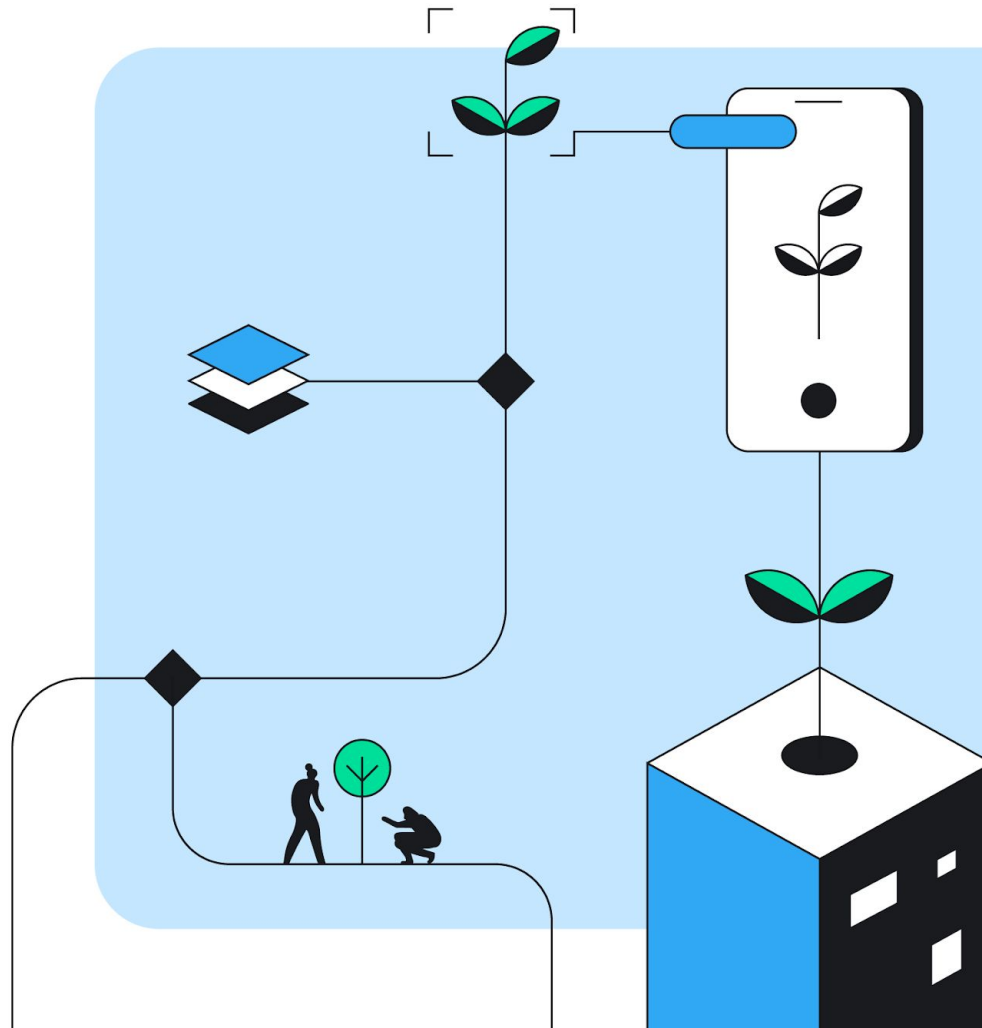
International Women's Day 2024

**Sponsorship Portfolio**

# **Women Techmakers Zaragoza #WTMZ24**



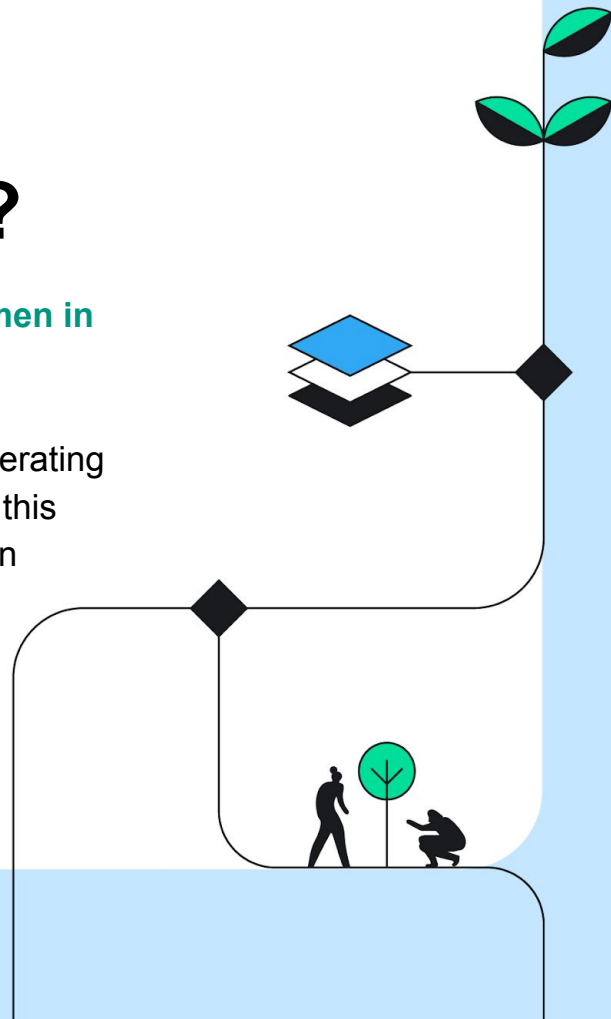
**[W]** Women Techmakers



## What is Women Techmakers?

It is a global initiative promoted by Google to give visibility to women in the field of technology.

Women Techmakers pretends to create a community with visibility, generating resources that encourage innovation and the participation of women in this sector. These events are designed to promote the inclusion of women in technology.



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And we have brought it to  
Aragon since 2017!



## Who is the target audience?

We want to cover various topics such as **new technologies, agile, communication, web development, UX** or any interesting trends in the sector.

Attendance at the event is open to both men and women, but **the speakers will be exclusively women**, as one of the objectives is to give them visibility as well as to promote a safe space that encourages female participation.



# Goals



Promote the relationship between women



Visibilize and give voice



Providing vocations to girls



Promote role models



Comfortable and safe event



# Why is the community attending?

Community



Inspiration



Education



Networking



Entertainment





## Figures in Zaragoza 2023

More than 300 attendees

80 talk proposals in Call for Papers

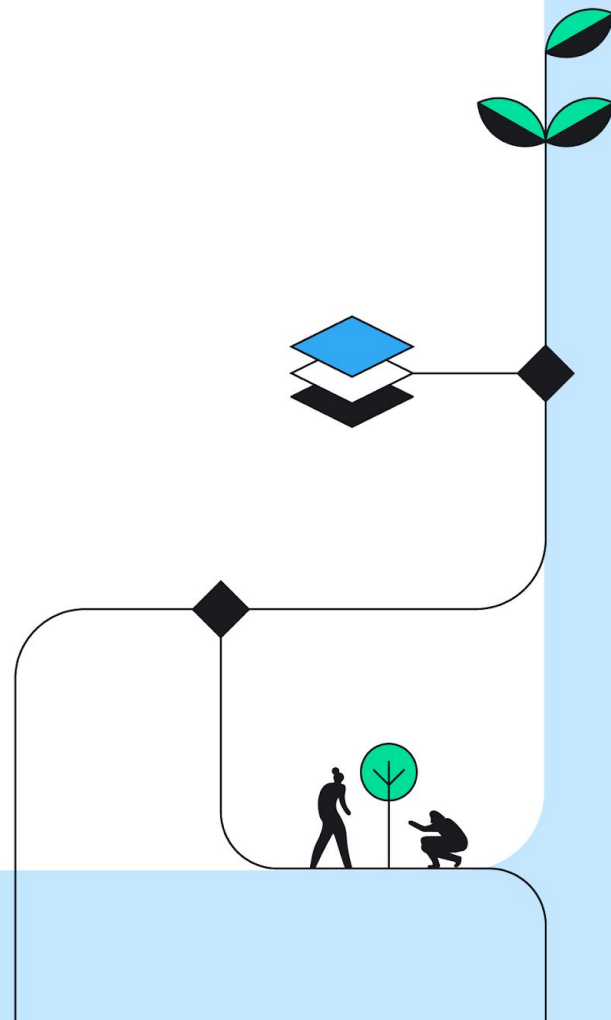
12 female speakers

8 talks

2 workshops for children

9 sponsors and collaborators

4K impact on RRSS (x, Instagram y LinkedIn)



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## Companies that have trusted us





## Media in which we have appeared

ABC  
el Periódico de Aragón  
aragondigital.es

HERALDO  
Qué.es  
Aragón\_hoy

## Some of the speakers who have taken our stage



Cristina Aranda



Maria Lopez



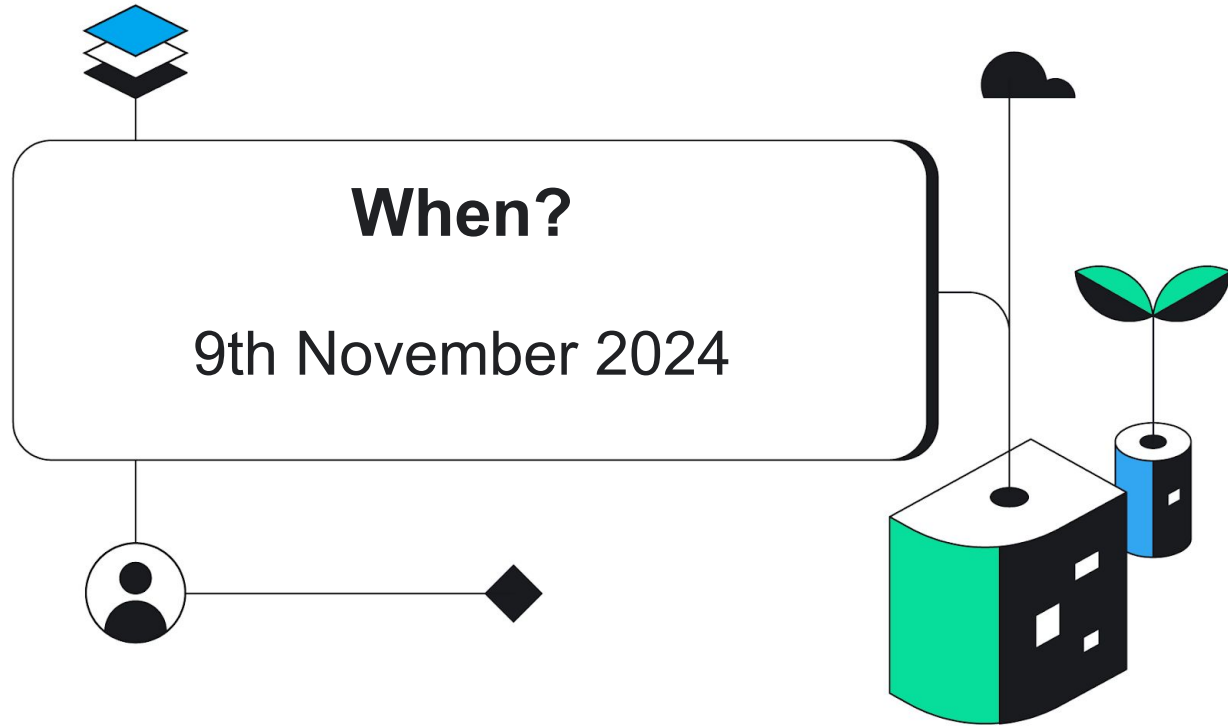
Nerea Luis



Irene Luzan

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## Where?

ITA - Technological Institute of Aragón

Facilities

- ★ Tramway
- ★ Parking
- ★ Caravans



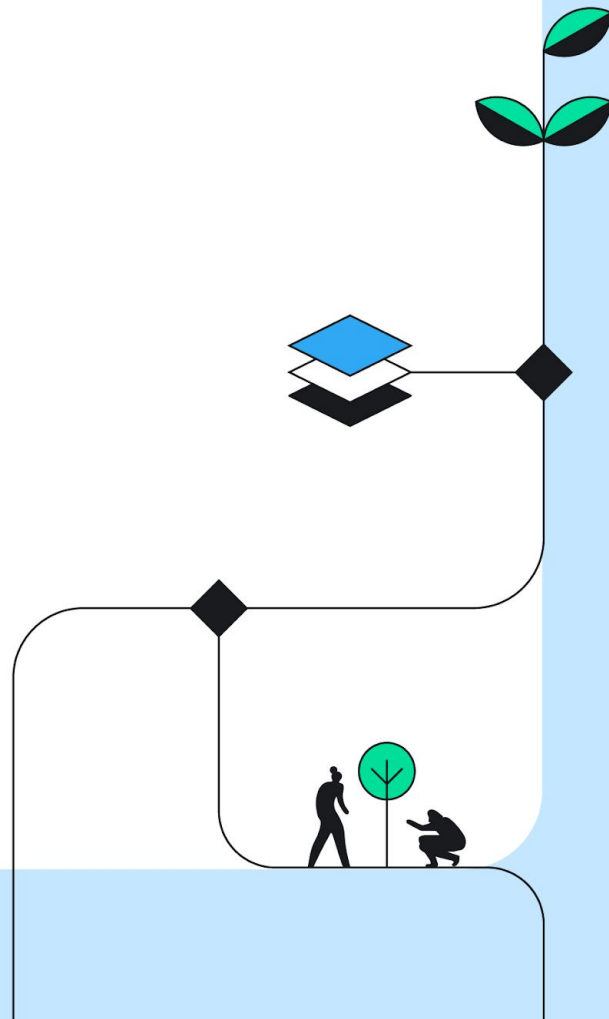
## Contents

- ★ Technology talks
- ★ Technology workshops
- ★ Networking
- ★ 250 attendees expected

<https://wtmz24.mullerestech.es>

#wtmz24

@WTMZaragoza



## Would you like to sponsor?

We want to promote female role models in technology, empowering more women in our community so that in the future they will not be considered a rarity!

None of this would be possible without the collaboration of sponsors: thanks to them, we can offer a higher quality event and reach a wider audience.

**We offer you the opportunity to showcase your company, your projects, and your commitment to diversity in technology by sponsoring our event.**

In addition, you will be featured on our website, on the auditorium screens, and you will be able to reach attendees with materials in the welcome pack.





## Sponsorship Packages

These are the sponsorship packages we have prepared for this year's edition.

### Platinum 1500€ + IVA

Logo on web, in mails and at the event  
Flyers and / or merchandising in welcome pack  
**5 Free tickets**  
Open-mic company presentation (1 min)  
Customized sponsorship mention in RRSS (x,  
Instagram y LinkedIn)  
Gift for raffles  
Roll-up on stage  
Sponsored block in customized mailing  
**Booth at the event**

### Gold 750€ + IVA

Logo on web, in mails and at the event  
Flyers and / or merchandising in welcome pack  
**3 Free tickets**  
Sponsorship mention in event  
Customized sponsorship mention in RRSS (x,  
Instagram y LinkedIn)  
Gift for raffles  
Roll-up in the hall

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## Enhance your sponsorship

In addition to your package, you can enhance it with the following options.

There is a limit of one sponsor per extra, so don't delay in requesting yours!

**Logo on the lanyard next to the WTMZ' logo : 500€**

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**Technical talk at WTMZ: 1500  
€**

**DJ Space: open mic y  
roll-up: 700€**

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**Photo Booth with logo on  
each photo: 1500€**

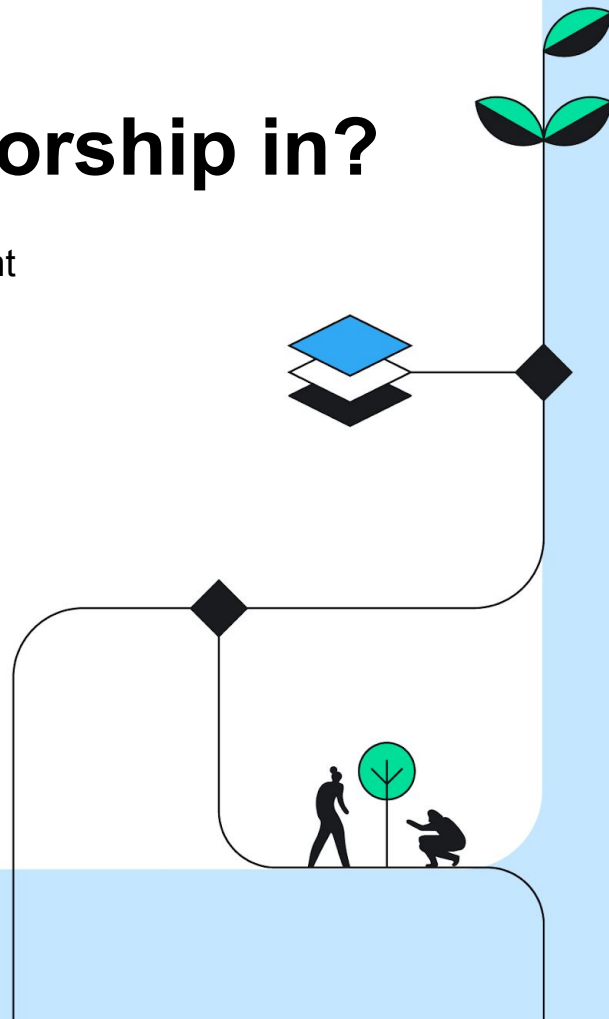
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# What do we invest the sponsorship in?

Thanks to our sponsors we are able to make a higher quality event and reach more people:

- Transportation and meals for speakers
- Logistical expenses: security and cleaning
- Posters and merchandising
- Coffee-break, food and beverages
- Audiovisual media: photographers and videographers
- Auditorium sound
- Raffle gifts and speakers
- DJ and sound board
- Workshop materials
- Childcare / face painting
- VIP dinner: speakers, sponsors & collaborators



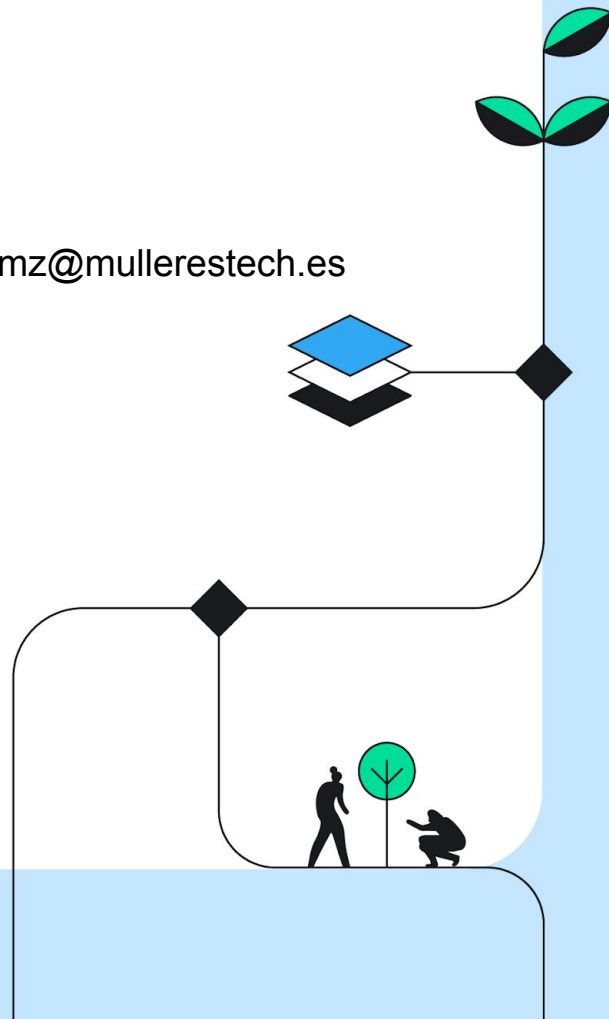
# Other forms of collaboration

If you are thinking of another type of collaboration, let us know: [wtmz@mullerestech.es](mailto:wtmz@mullerestech.es)

We will be happy to hear from you :)

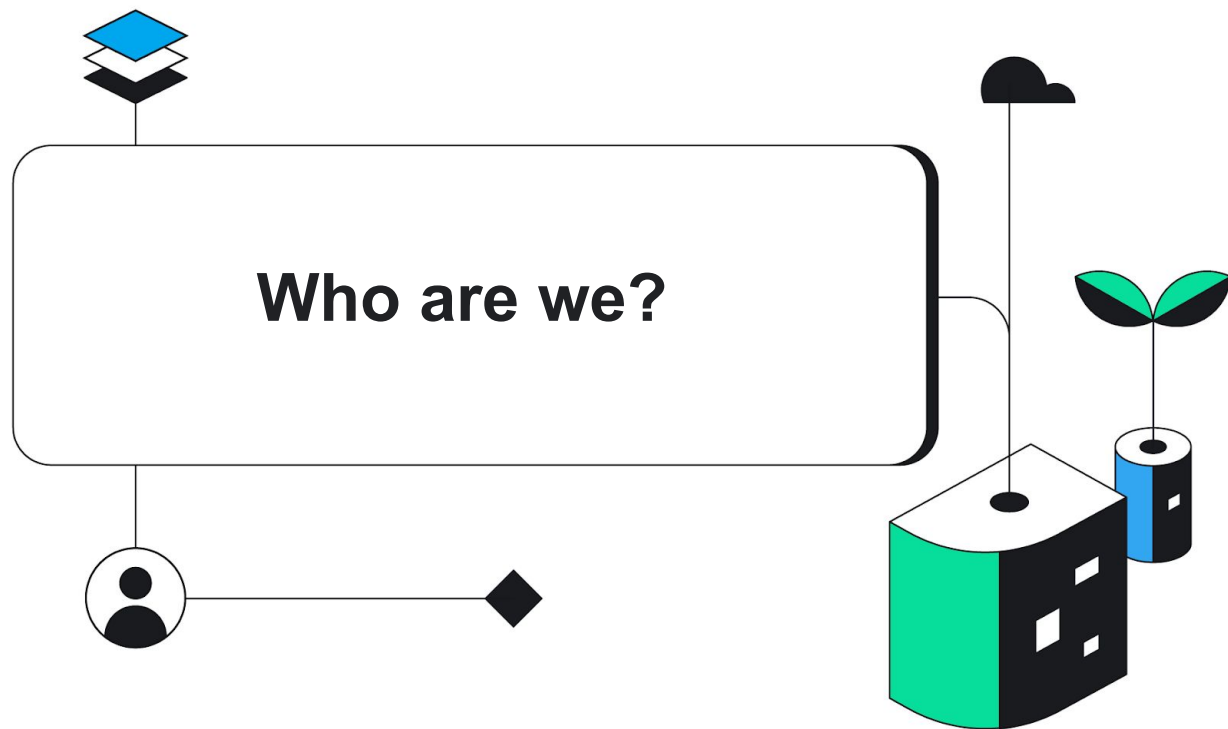
You can collaborate with WTM in many ways:

- Spreading the word at your work or school
- Collaborate with food & drinks
- Gift for the speakers
- Offering a service of what we invest in



# Impact the Future

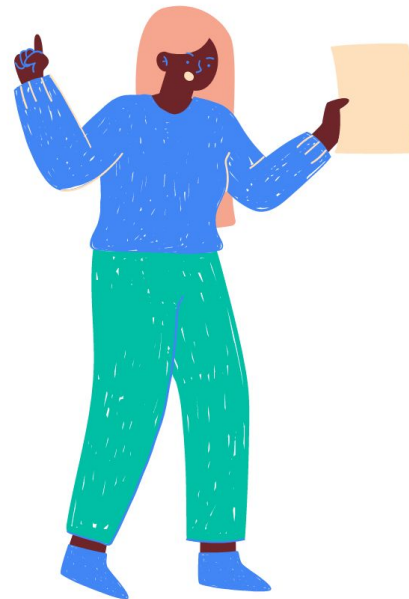
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## Organizers

We are ten women **organizers of the event**. Our publications have more than 15,000 impressions on social networks.

- Esther Borao
- Miriam Durán
- Cynthia Gálvez
- Paula Gracia
- Patricia Heredia
- Laura Lacarra
- Elena Martín
- Cristina Pérez
- Jessica Redrado
- Ana Sánchez





## Join the community

Mulleres Tech is a **non-profit** community created to **give visibility to women in Aragón who are involved in technology in Aragón**, either professionally or as a hobbyist.

- This association was created by a group of women concerned about the limited female presence in the technology sector, which through initiatives like this wants to encourage the active participation of women in technology and serve as a role model and inspiration for the younger ones.



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