



#TECHDIVERSITY AWARDS 2018

SPONSORSHIP PROSPECTUS

Recognising & celebrating inclusion

An opportunity exists for your organisation to partner with #TechDiversity to recognise, inspire and celebrate inclusion within our tech sector. As a 2018 sponsor, your organisation can showcase its work towards greater inclusivity and diversity in the digital economy.

About #TechDiversity

The #TechDiversity Awards program was created in 2015 in Melbourne to inspire tech-based organisations to implement diversity initiatives based on the examples set by others. The goal is for #TechDiversity leaders to inspire and educate – to build momentum for the future.

The #TechDiversity awards raise the profile of those who are building inclusion: to share their stories of courage and commitment, to amplify their achievements, and to inspire others to act.

#TechDiversity targets increased participation of women and minority groups, in particular the elderly, people with a disability, LGBTI and Indigenous Australians, in the digital sector through conversation, collaboration and action.

The 2018 #TechDiversity season begins in March 2018 with its Awards Launch and will be rounded off by the Awards Presentation and Gala dinner in October 2018.

Award winners demonstrate the #TechDiversity values of outstanding expressions of behaviour, initiatives, commitment and courage — key touchstones to embrace inclusion and drive diversity

There are five #TechDiversity award categories in 2018

1. Education
2. Business – corporate
3. Business <25 employees
4. Government
5. Media and Advertising.

An overall #TechDiversity Champion is awarded to a project or company demonstrating leadership across two or more of the awards categories.

2017 #TechDiversity Awards

In only its second year, the 2017 #TechDiversity Awards demonstrated why it is the key Australian platform to showcase diversity and inclusion within the tech sector.

The #TechDiversity Awards Presentation and Gala dinner was held in August 2017 at Central Pier, Docklands in Melbourne. It attracted 400 people from 50+ organisations from the both public and private sectors for an evening of celebration and inspiration. Keynote speeches from Solange Cunin of CubeRider and Hon. Philip Dalidakis MP, Victorian Minister for Business, Trade and Innovation brought challenge and admiration. Key sponsors included the Victorian Government, RMIT University, Avanade and FourPL.

The 2017 #TechDiversity Awards attracted inspirational submissions from a broad cross-section of tech companies across Australia. The judging panel was both encouraged and impressed by the exceptional quality of the diversity and inclusion projects, and the year-on-year improvement as changemakers pushed boundaries.

“Tell great stories that encourage others to see the possibility in themselves.” - Fabian Dattner, founder Dattner Grant and 2017 #TechDiversity Champion

Judged by a panel of experts, the #TechDiversity awards resulted in four outstanding category winners, as well as 13 further projects being individually recognised as Merit Award winners.

Government - Seamless
Business - Vodafone Hutchison Australia
Education – Fabian Dattner for Homeward Bound
Media and Advertising - DCC Jobs
Overall 2017 #TechDiversity Champion – Dattner Grant

2018 #TechDiversity Awards

Showcase and expand our collective influence to bring change

The 2018 #TechDiversity awards program launches in March 2018, culminating with a Gala Awards dinner in mid-September 2018.

In 2018, #TechDiversity will expand its influence around diversity and inclusion.

- focus on small tech companies who exhibit #TechDiversity values with a new award category
- stimulate tech students in finding new ways to improve inclusion; and
- grow its support base around Australia.

Importantly, in 2018, #TechDiversity also wants to showcase the collective influence and activity of our sponsors, partners and award applicants, as we believe that this will clearly demonstrate that industry leaders are embracing a diverse and inclusive future for the Australian tech sector.

Sponsorship Benefits & Highlights

The 2018 #TechDiversity Awards are seeking sponsors who believe in the benefits of diversity and inclusion

Showcase your commitment as a diversity champion

As an awards sponsor, you will publicly demonstrate your commitment to the Australian tech community as a champion of diversity. With your brand pre-eminent in the #TechDiversity social media presence, PR and communications as well as access to learning opportunities from thought leaders, #TechDiversity sponsorship both enhances your reputation and helps you improve your own inclusion performance.

Demonstrate your brand integrity directly to clients and top talent

Align your brand with the pre-eminent industry change program for diversity and inclusion. #TechDiversity sponsorship is an opportunity to demonstrate your brand integrity with your clients, as well as consolidate your diversity reputation internally to improve staff attraction and retention programs. By exposing your brand to potential clients and top talent at the awards and gala dinner promotions and associated events, you show that you are serious about diversity as part of your bottom line.

Collaborate to highlight collective industry improvements

#TechDiversity recognises that no single person or organisation can improve the diversity and inclusion of the tech sector. Together, we can make change. By aligning each part of the value chain with diversity and inclusion, we believe that we can send a powerful message to all parts of the tech sector that diversity is something that bring ever more positive growth and dynamism, propelling the industry to the forefront of change.

Promote your corporate diversity journey and commitments

In 2018, #TechDiversity is asking our sponsors to provide information to help us build a picture of the sector, and provide the opportunity for learn and explore new ideas from your own experiences.

1. Corporate data (as at March 30 2018)

Tech sub-sector	2017	2018
No. of staff in Australia		
No. women		
No. staff known to have declared disabilities		
No. staff LGBTQ		
No. indigenous Australians		
No. different nationalities		
Staff in different age brackets		
<30		
30-45		
45-60		
60+		

Please note that corporate data will be aggregated and confidentiality will be preserved at all times.

2. **What changes, programs or practices are you proud about at your company that you believe celebrate diversity and inclusion?** How do they demonstrate one or more of the #TechDiversity values of behaviour, initiative, commitment and courage? These changes can have been done in the past year, or ones that are currently being put in place.

We believe in the opportunity to showcase our sponsors and their diversity practices. Information provided here can be reproduced on the #TechDiversity website and in our communications promoting why you are great sponsors.

Sponsorship is cost effective and efficient marketing tool

Organising your own awards program can be a heavy strain on sales and marketing budgets and resources. #TechDiversity offers a financially effective alternative, where you as a #TechDiversity champion, and through sponsoring the awards, can participate in the awards program and encourage your clients to nominate. As your awards partner, #TechDiversity delivers the awards to you and your clients.

For further information

To discuss #TechDiversity Awards sponsorship please contact Deirdre Diamante at deirdre@miaconsulting.com.au.

More detailed information is available on our website at www.techdiversityawards.com

Sponsorship Packages

Benefit	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Table Sponsor
Pre-event - March to October 2018					
Named event sponsor "XX #TechDiversity Awards"	✓				
Participation on the #TechDiversity Board	✓				
Host of exclusive #TechDiversity thought leadership event(s)	✓				
Sponsorship of award category of choice	✓	✓			
Invitation to judge the #TechDiversity Awards	✓	✓			
Corporate logo / weblinks on awards website	✓	✓	✓	✓	
Social media promotion as #TechDiversity sponsor	✓	✓	✓	✓	
Use of TechDiversity 2018 brand	✓	✓	✓	✓	
Awards Presentation and Gala Dinner					
Tickets to the #TechDiversity Gala Dinner	20	10	6	4	10
Priority seating at head table with keynote speakers	4	2	1		
Announcement of sponsored award category	✓	✓			
On stage opportunity with keynote speaker -3 mins	✓				
Corporate banners at event	2	2	1	1	1
Brochures at registration desk / tables	✓	✓	✓		
Distribution of Thought Leadership material	✓	✓			
Invitation to pre-event Merit Awards ceremony	✓	✓	✓	✓	
Promotion in Awards Nominations booklet	✓	✓	✓	✓	✓
On-screen in-room advertisement	✓	✓	✓	✓	✓
Recognition by MC in welcome	✓	✓	✓	✓	✓
Inclusion on sponsors slide	✓	✓	✓	✓	✓
Sponsorship package cost (ex GST)	\$20,000	\$10,000	\$6,000	\$3,500	\$1,800

Conditions

All prices are quoted in Australian Dollars and exclusive of GST

Awards and event dates are subject to change and sponsors will be advised in advance of alterations

Additional event tickets can be purchased at the advertised rates

Sponsors are responsible for shipment (before and after event) of pull-up banners

#TechDiversity, at its sole discretion, may choose to upgrade some components of a sponsor's package