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GO GIRL | GO FOR IT

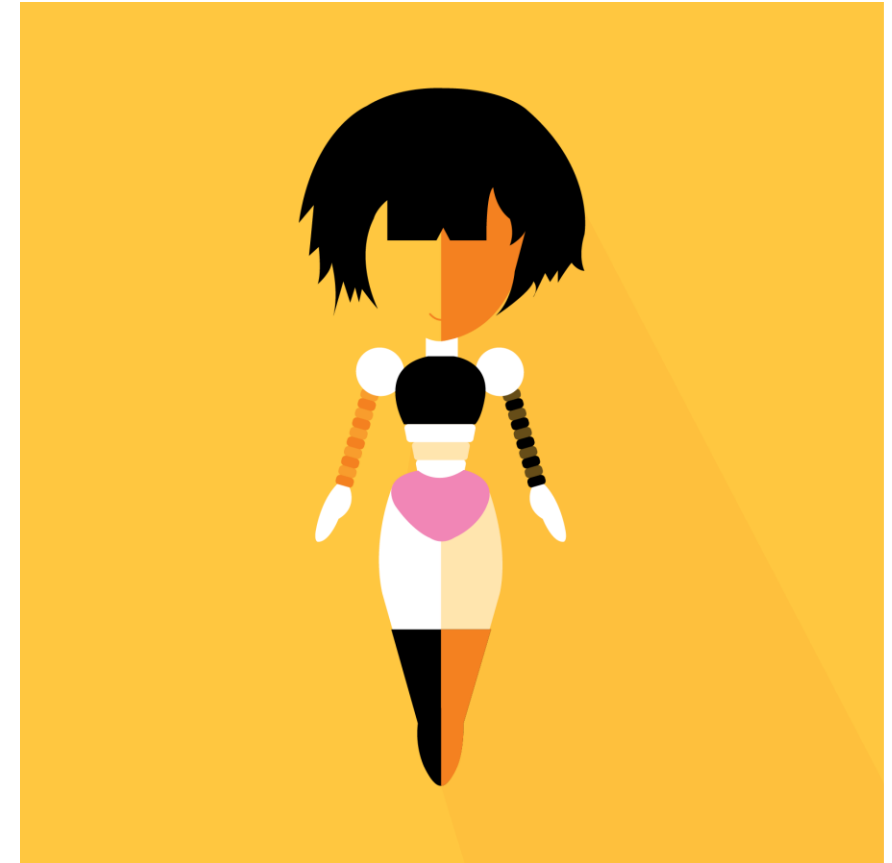# Sponsorship Prospectus

For 2024 event

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Contents

A Foreword

Welcome to the 2024 Sponsorship Prospectus pack for Go Girl, Go for IT!

Whether this is the first you've heard of the Go Girl program, or you've been a part of the program for several years – we are so excited that you're showing an interest in being involved, and we know the young females attending our program will be too.

This pack provides an outline of the Go Girl, Go for IT program and its aims; and how you as an interested organisation can sponsor the event.

Over its 20 odd year history, the Go Girl program has been sponsored by organisations including AGL Energy, ANZ, Deloitte, Envato, National Australia Bank, Seek, Transurban and many others.

Our sponsors play a pivotal role in driving our success in reaching out, attracting, and inspiring young females – aka, the female STEAM workforce of tomorrow – that they can be what they can see and craft an incredible STEAM-driven future.

We hope you'll be a part!

Kind Regards,

Jessica Huynh
Program Lead – Go Girl, Go for IT

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About Go Girl, Go for IT

Go Girl, Go for IT stands as Australia's premier free event tailored to school-aged girls from years 5 to 12. Its primary objective is to enlighten and empower young girls to explore careers in STEAM (science, technology, engineering, arts and mathematics) by spotlighting the diverse and exhilarating professional pathways available to them.

Originating in 2001 at Monash University, the event gained momentum under the stewardship of Vic ICT for Women, evolving into a biennial occurrence from 2006 onward. Between 2020 to 2024, the program has run in an annual format to capture and spark an interest in as many girls as possible.

Go Girl is a fully sponsored endeavor, driven entirely by the dedication and commitment of volunteers, embodying a collective effort to nurture and cultivate the next generation of female leaders in STEAM.

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About Vic ICT for Women

VIC ICT for Women is dedicated to advancing the Entry, Retention, Progression, and Leadership of women within the technology industries.

Their multifaceted approach involves implementing targeted programs designed to enhance the skills and knowledge of the workforce.

These initiatives encompass career development, mentoring, educational forums, and the facilitation of networking opportunities, collectively fostering a supportive environment for women to thrive and excel in the dynamic field of technology.

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Vic ICT for Women Programs

ATTRACT Go Girl Go For IT	JOIN Grad Girls	RETAIN		Progress mentor(SHE:)
		What's Hot in Tech	Importance of Women in IT	
Biennial program	*Annual program*	*3-4 events per year*	*8-10 events per year*	*Annual program*
Go Girl, Go for IT is the largest free event for school aged girls from years 5-12. Aim to inspire girls to consider a career in the tech industry by showcasing exciting careers.	Grad Girls is an award winning, one-year program for female tertiary students enrolled in tech degrees. The program is run independently from universities making it the only free of charge, all university inclusive program in Australia.	What's Hot in Tech is an event series that attracts innovative companies and professionals across the tech industry and provide them with an opportunity to learn, explore, and discuss trends in tech.	The Importance of Women in IT is a series of speaker events that allows women and men to share their career and personal journeys with others.	mentor(SHE:) is a unique mentoring program, supporting women and maintaining the retention rates of women working in the technology. The program builds confidence, provides networking opportunities, and facilitate professional development.
2,300 students Registered for 2021 and 2022 Go Girl events	**121** students from 19 educational institutions participated in Grad Girls program, including 16 events with 55 eligible to graduate	**167** career-minded professionals participated in 3 major What's Hot in Tech events	**545** attendees participated in 14 Importance of Women in IT events	**204** mentor and mentees participated in mentor(SHE:) program, including 9 events

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Go Girl, Go for IT 2024

Go Girl's theme for 2024 is -

Girls in STEAM: Crafting tomorrow

This theme encompasses the message of encouraging girls to bring their creative selves into the STEAM industries and propel themselves into an incredible career and future tomorrow.

This theme underscores the importance of fostering inclusivity and diversity in traditionally male-dominated areas. By encouraging and empowering girls to explore and excel in STEAM, we are shaping a future where their innovative contributions will play a pivotal role in crafting a more diverse and equitable tomorrow. It's a call to break down barriers, challenge stereotypes, and pave the way for a generation of talented young women who will leave an indelible mark on the world of technology and creativity.

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Impact & growth

The Go Girl program has experienced consistent growth in various aspects. In response to the challenges posed by the pandemic, Go Girl – CyberEdition* was introduced in 2020 to sustain the momentum of inspiring girls to explore STEAM careers. Following that, in 2023[+], a new pilot program called "Go Girl - Getting real with it" was delivered as a secondary school only event.

The 2022 event marked a significant milestone, as it became the first in-person gathering in four years, signaling a return to physical interactions after the COVID-19 hiatus.

	2023[+]	2022	2021*	2020*	2018	2016
students	722	1407	600	800	1707	1637
regional schools	2	6	19	9	20	35
metropolitan schools	33	48	83	87	19	28
primary schools	-	31	72	66	23	-
speakers	84	114	92	105	150	125
volunteers	136	192	100	96	175	59

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Go Girl in the News

"The United Nations has recognized the previous Go Girl, Go for IT event as a world-first initiative for the development of young female talent. This year, the event will feature a special seminar by NAB's Chief Technology Officer, Steve Day." **CIO Tech Asia, May 2023**

"Go Girl, Get real with it – new tech conference encouraging girls pursuing careers in ESTEAM – Intelligent CIO APAC" **Amy Clewlow, Intelligent CIO, May 2023**

"Thank you for a fantastic day. My students had a blast and hopefully a few have now been inspired to look at technology as a career path." **Mark Johnston, Technology Learning Area Leader at Catholic Regional College St Albans**

Girls weigh their career options

The Advocate

"LaunchVic is working to close the gender investment gap by backing women-founded businesses at their earliest stages", "so they have every opportunity to succeed in entrepreneurship." **Dr Kate Cornick, LaunchVic CEO**

"Such a well organised, insightful and energising event. Our students loved the day. Thank you to the organisers, volunteers, presenters, panellists and hosts. We will be back!" **Nicole Timbrell, Deputy Principal at Cornish College**

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Testimonies and Quotes

"The Go Girl Webinar was a memorable experience filled with insightful talks and entertaining quizzes. Across five separate sessions, girls from around Australian met up online to discuss and be inspired by the limitless careers in STEM.
One of our Year 8 students, Amelie won a Q&A competition one of the presenters was running, this is what Amelie had to say about her experience, "It was an eye-opening event that would've left an impression on many girls across the country"."
John Paul College Frankston (2021 event)

"Thank you again for accommodating us in this event, we know the girls got a lot out of it. We are grateful that Covid gave us this opportunity to be involved."
Sharron Stephens, Teacher at St Lawrence O'Toole Leongatha (2020 event)

"I 100% now believe that there's a place for me in the IT industry."
Gilmore College for Girls

It's so great that you're supporting diversity in ICT. I work in MedTech and it's nice to see more girls giving these things a go."
Parent of attendee (2021 event)

"Thank you so much for organising this! My daughter came home so excited and full of ideas. You've done a wonderful job and she's looking forward to the next one!"
Parent of attendee (2022 event)

"Fabulous initiative and wonderful day. My daughter was one of the attendees and was buzzing when she got home from DU [Deakin University] and told us about the day. Stimulating and tangible for girls to kick on with STEAM. Thank you."
Parent of attendee (2022 event)

"My daughter attended your event last week, and could not stop talking about it, she was so excited, and I, her mother got inspired as well, we both started learning coding."
Parent of attendee (2021 event)

Words from Sponsors

"This was my best day, meeting so many wonderful girls who are awakened to the agency they have and the impact they can make on the world. It was a privilege and an honour to conduct these workshops, love the good work that Go Girl, Go for IT do to promote STEAM for girls and women"
Josephine Palermo, Jost&Co [speaker and sponsor]

"While there were stacks of goodies and fun, there was still clear excitement as girls were having their eyes opened to the new opportunities available to them.
The realisation from these girls that there were paths they may have never even considered is exactly why we're so proud to be part of it [the Go Girl, Go for IT event]."
NAB [sponsor]

"I was lucky to be invited to talk at Go Girl, Go for IT [yesterday] - and had a blast. A wonderful event for female high school students that gives attendees a chance to explore and discuss aspects of STEM careers.

Good timing to talk about STEM opportunities: we are amidst a huge wave of innovation and I genuinely believe there's never been a generation facing the scale of opportunity as the one in school right now."
Tim Hogarth, CTO, ANZ [sponsor and keynote speaker]

"I had an amazing time at [the Go Girl event] for the second time. It was an incredible opportunity to inspire the next generation and engage with school-aged girls in discussions about technology.

I thoroughly enjoyed sharing my knowledge/experience and demonstrating the technology used in my company. Witnessing the girls' curiosity and enthusiasm as they explored the possibilities of tech was truly rewarding. "
Aya T, Associate Software Engineer, Australia Post [speaker]

"Thank you Go Girl, Go for IT for hosting such an incredible event yesterday to inspire and encourage the next generation of women in tech. Thank you for giving our Network Applications and Cloud team at Telstra a last minute spot. Special thanks to Shailin Sehgal for making this possible for the NAC team to participate and a huge thank you to Charlyn Tan for always being my partner in crime and bringing in some special guests. Judging by the amazing young secondary school girls we met, the world is in good hands. I, myself, learnt a lot about all the good work Telstra does to support our emergency services. "
Sam Davies, Cloud & Infrastructure COE Lead, Telstra [sponsor]

Online reach of Go Girl
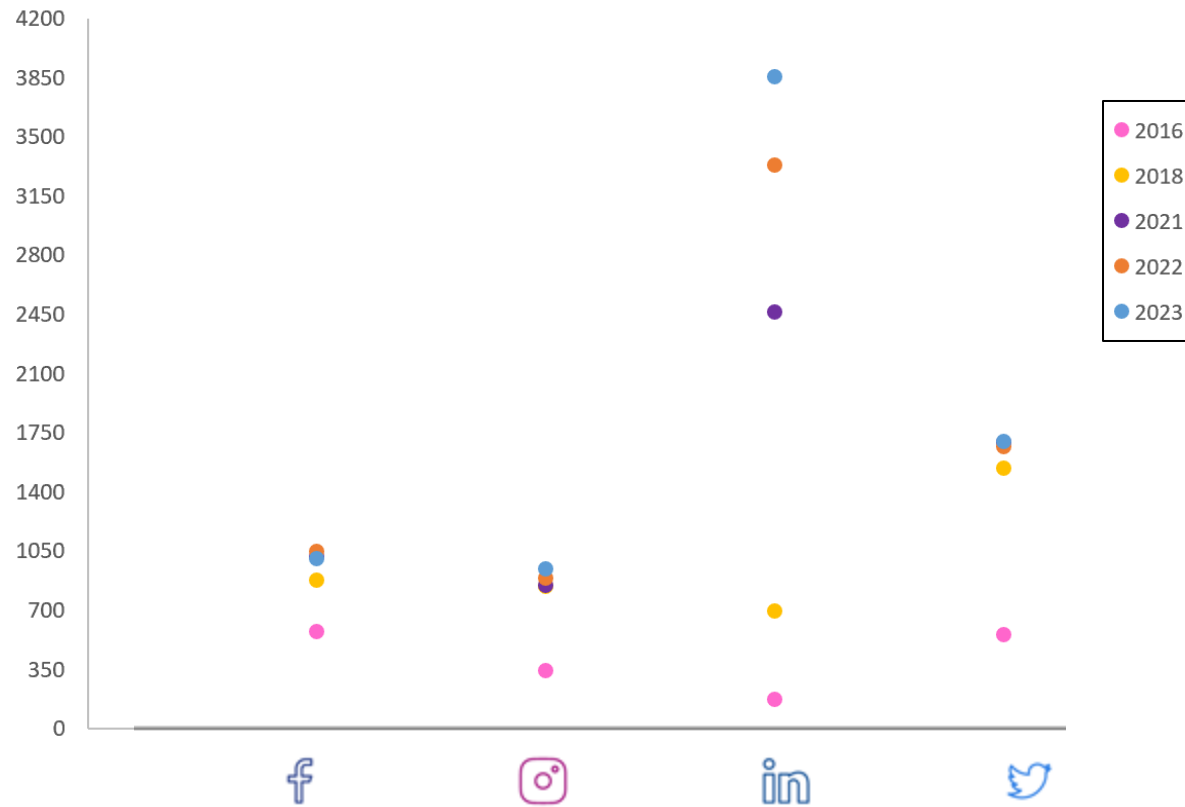
Note – Instagram has had a slight rise (840 to 943) between 2018 and 2023
Twitter has had a slight fall (1687 to 1665) between 2021 and 2022, with an increase to 1696 in 2023

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Go Girl Media Exposure

Publication	Media	Potential Reach	Headline
Women Love Tech	Online	4303	2000 School Girls To Attend Australia's Largest Free STEM Event In Melbourne
3RRR	Radio	440000	Fi Slaven (prior Go Girl Managing Director) interview with 3RRR
Hepburn Shire Advocate	Online	1382	Young girls encouraged to consider career in IT
The Standard	Online	21379	Southwest helps to bridge the gender gap in STEM
iTWire	Online	48122	Online Record numbers attend girl's tech event
Education Today	Online	760	Online Record 2000 schoolgirls attend largest student tech event in Australia
Education HQ	Online	8788	Women in IT event draws 2000 schoolgirls
SBS Radio	Radio	6360000	Jessica Huynh (current Go Girl Managing Director) interview with SBS Radio
Technology Decisions	Online	11600	Closing the IT gender gap: tech conference
Information Age	Online	31500	Hands-on STEM event attracts over 1700 schoolgirls

High Engagement Levels

Young girls are highly engaged through Go Girl – see our ratings below

★★★★☆

3.9

rating of the event by students

> 75%

of students said they would attend again

★★★★☆

3.7

rating of the tradeshow / career expo by students

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Measurable Impact

27% uplift in definite interest in careers in IT by students following the event.
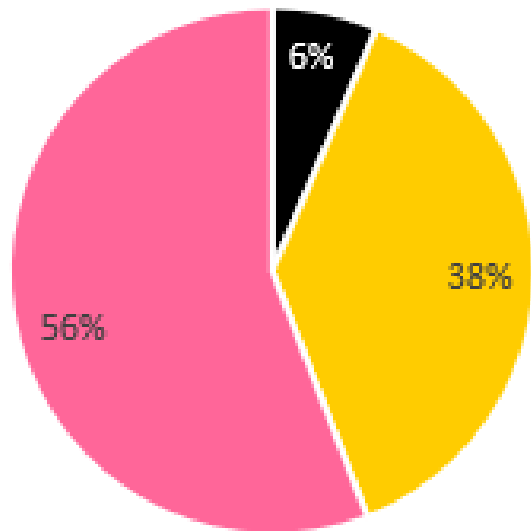
Before event

After event

Legend:
- Unsure
- No
- Yes

Before event: 6% No, 38% Unsure, 56% Yes
After event: 6% No, 11% Unsure, 83% Yes
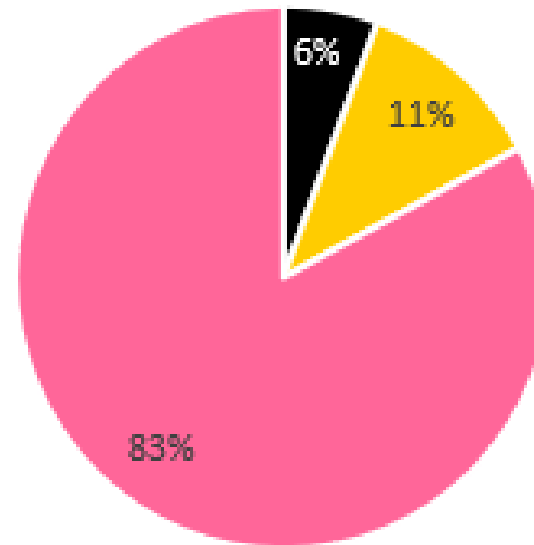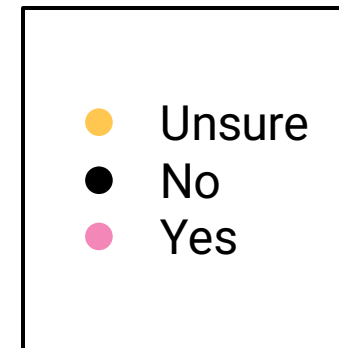
Sponsors for 2023

Will your company's logo join them in 2024?

Diamond	ANZ
Platinum	nab · DEAKIN UNIVERSITY · JOST&CO
Gold	carsales.com ltd · THE UNIVERSITY OF MELBOURNE · tpg TELECOM
Silver	WEX · GRANITE CONSULTING · Telstra · avanade · netwealth
Bronze	aleph · MONASH University · kinetic IT · Art Processors · rh Robert Half · AXIS COMMUNICATIONS · Australia Post
Friends of Go Girl	REALTIME LEARNING · techgirls movement FOUNDATION · GIRLGEEK ACADEMY · maxme · Hoogab

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Why Sponsor Go Girl?

We firmly believe sponsoring Go Girl is to sponsor and invest in the future of females in STEAM. In addition, sponsoring Go Girl is also linked to:

- **Social Impact:** Sponsors demonstrate commitment to fostering gender diversity, equality, and inclusion (DEI) in STEAM, as well as amplifying their ESG engagement.

- **Talent Pipeline:** Investing in a STEAM initiative cultivates a diverse talent pool for future employment.

- **Brand Visibility and Alignment:** Sponsors gain recognition through marketing channels, on the day logo visibility and more - all enhancing your brand reputation.

- **Employee Engagement:** Supporting Go Girl is supporting a STEAM initiative which fosters employee pride and corporate culture. In addition, sponsors can also utilise the Go Girl program as an opportunity to invest in the personal development of their employees through providing public speaking opportunities, coordination duties and more.

- **Long-Term Impact**: Investing in female STEAM professionals contributes to economic growth and societal well-being.

Together, we can inspire and empower young females to seek STEAM pathways and careers, shaping a brighter future.

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2024 Sponsorship Tiers

Sponsor Benefits	Sponsor Packages					
	Foundation $4,000	Bronze $6,000	Silver $11,000	Gold $17,000	Platinum $23,000	Diamond $40,000
Booth size at Career Expo	-	small	medium	large	premium	premium
Brand on GG website	Yes	Yes	Yes	Yes	Yes	Yes
Spotlight organisation on GG social media	Yes	Yes	Yes	Yes	Yes	Yes
Social Media Analytics	-	-	-	-	Yes	Yes
GG Event Speaking Opportunity	-	On Request	On Request	Confirmed	Confirmed	Confirmed incl keynotes
GG Post-Event Report	Yes	Yes	Yes	Yes	Yes	Yes
Spotlight Role Models in GG reels / videos on the day	-	Yes	Yes	Yes	Yes	Yes
Spotlight Role Models on GG Social Media	-	-	-	-	-	Yes
Co-brand and support organisation outreach program for selected Go Girl attendees	-	-	-	-	-	Yes
Logo printing on Lanyards & Lanyard Cards	-	-	-	-	-	Yes
Promote High School Work Experience Program	Yes	Yes	Yes	Yes	Yes	Yes
Promoted in GG Press Release	-	-	-	-	Yes	Yes
Tickets to Go Girl's End of Year Wrap Up event	2 tickets	3 tickets	5 tickets	8 tickets	12 tickets	16 tickets

2024 Sponsorship Add-Ons

The Go Girl program is excited to offer sponsoring organisation the opportunity to tailor and bolster their sponsorship and support of the program by adding on extras – including a highly requested one around increasing an organisation's presence in our popular Career Expo (Tradeshow) area.

Adding one or more of these as inclusions allows an organisation to further amplify their brand and reach across parents, teachers, students as well as people involved with the event.

Go Girl Add Ons	Cost (ex GST)
Speakers Lounge Branding	$3,500
Logo printing on Lanyards & Lanyard cards	$3,000
Larger Tradeshow booth (+ 1 size up)	$3,000
Keynote presentation slot	$6,000
Workshop slot [for Foundation Sponsors to Silver]	$2,000
Speaker / Volunteer Coffee Cart Branding	$3,000
Networking Event	$3,000
End of Year Wrap Up Event	$4,000
Co-brand and support organisation outreach program for selected Go Girl attendees	$5,000

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2024 Sponsorship Benefits

Career Expo position

Sponsorship level includes a stall at the tradeshow / career expo at the Go Girl, Go for IT 2024 event. Sponsorship level determines the size and location of the space allocated to the sponsor.
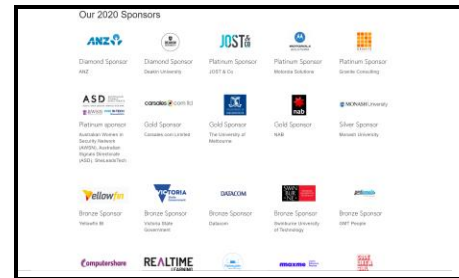
Brand on Go Girl website

Sponsor logos are displayed on the homepage of the Go Girl, Go for IT website. Sponsor logos will be displayed in accordance with their sponsorship level and will be displayed on the website until March 2025.

Promoted on GG social media channels

Alongside having sponsor logos on the Go Girl, Go for IT website, sponsors of particular levels will have their brand promoted on Go Girl, Go for IT social media channels (Instagram, Facebook and LinkedIn).

2024 Sponsorship Benefits

Social Media Analytics

Obtain social media analytics from Go Girl page
(e.g. statistics on impressions)

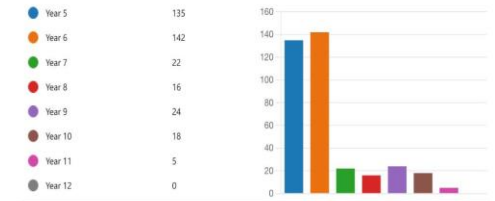

Opportunity to submit for speaking opportunity

Gold, Platinum and Diamond sponsors are invited to submit a presentation to speak at the Go Girl, Go for IT 2024 events.

Silver & Bronze sponsors may be offered a speaking slot based on availability

Post Event Report

Sponsors will receive a post event report that outlines the attendance, survey results and NPS among other information.

2024 Sponsorship Benefits

Spotlight Role Models in on-the-day reels and video

Bronze, Silver, Gold, Platinum and Diamond sponsors are invited to submit videos, reels or materials that will be presented during the Go Girl, Go for IT 2024 event day.

Spotlight organisational "role model" on Go Girl channels

Diamond sponsors can designate a Women in STEM or support of Women in STEM "role model" who will be promoted via Go Girl, Go for IT's social media channels. The role model provides additional promotion for the organisation as well as showcasing the work the organisation has put in place to improve gender balance in the workplace.

Co-brand and support organisation outreach program for selected Go Girl attendees

Diamond sponsors can work with the Go Girl committee to organise an outreach program – school visits, organisation showcase, 'a day in the life of' event - for selected Go Girl attendees to be held at their premises and promote your organisation as an incredible place to work for women.

2024 Sponsorship Benefits

Logo printing on Lanyards & Lanyard Cards

Diamond sponsors can provide their logo to be included in the lanyards and lanyard cards that are handed to all attendees and volunteers for the Go Girl, Go for IT 2024 event.

**Listing on Go Girl Work Experience register**

Sponsors have the opportunity to be listed on the Go Girl, Go for IT work experience webpage that allows students to contact the sponsor organisation for placement opportunities. It is suggested that sponsors ensure their listing remains up to date and that they are willing to support work experience requests.

Promoted in Go Girl, Go for IT media release

Platinum and Diamond sponsors will be mentioned in all media releases developed by Go Girl, Go for IT. This may include a quote by a designated spokesperson depending on the length of the media release.
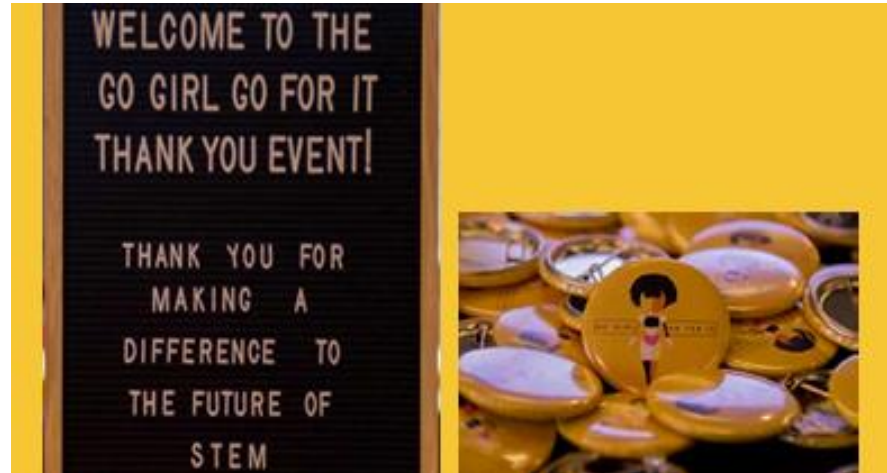
2024 Sponsorship Benefits

Tickets to End of Year Wrap Up event

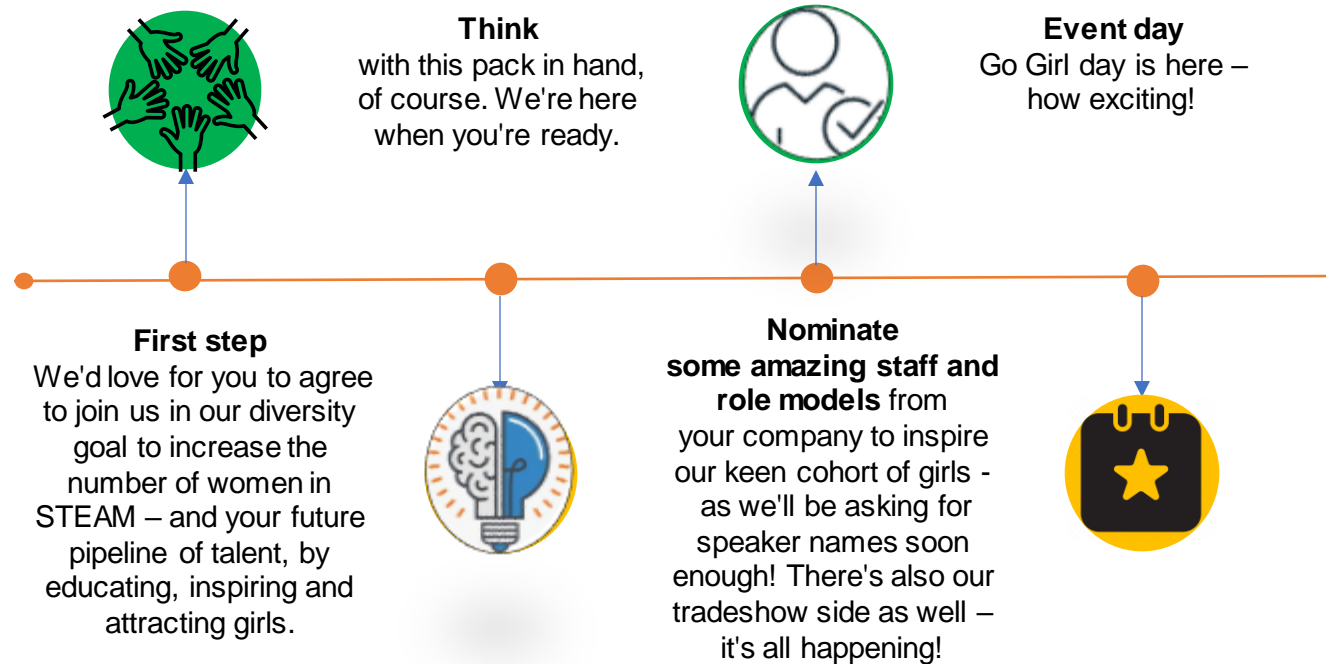Sponsorship of the Go Girl, Go for IT 2024 program are invited to the Go Girl End of Year Wrap Up event.

2024 Sponsorship – Explaining Add Ons

Go Girl – Add On	Explanation
Speakers Lounge Branding	Your organisation's logo will be present on the Speakers Lounge and company name will be mentioned at every mention of the Speakers Lounge.
Logo printing on Lanyards & Lanyard cards	Organisations have the opportunity to feature their logo on lanyards and lanyard cards distributed to attendees and volunteers at the Go Girl, Go for IT 2024 event.
Larger Tradeshow booth (+ 1 size up)	This provides sponsors with the opportunity to purchase a booth one size larger than the one they have currently, with the order being as follows - Small >> medium >> large >> [platinum] premium
Keynote presentation slot	This provides a sponsor with the opportunity to do a keynote addressing a large cohort of Go Girl attendees and is targeted towards C level or senior executives who want to present at a seminar or keynote style.
Workshop slot [for Foundation Sponsors to Silver]	For sponsors who may not have a confirmed workshop slot, this will provide certainty that your organisation will receive at least 2 speaking opportunities at the Go Girl, Go for IT event.
Speaker / Volunteer Coffee Cart Branding	Your organisation's logo will be present on the Coffee Cart and company name will be mentioned through the day whenever on the day contributions are mentioned.
Networking Event	This offers sponsors the chance to organise a networking event – distinct from the end of year event - within the 2024 calendar year, uniting sponsors and volunteers.
End of Year Wrap Up Event	This allows your organisation to lock in the opportunity to host the 2024 Go Girl, Go for IT end-of-year event, with mentions in the lead-up and aftermath.
Co-brand and support organisation outreach program for selected Go Girl attendees	This provides sponsors the opportunity to work with the Go Girl committee to organise an outreach program – examples include school visits, organisation showcase, 'a day in the life of' event – for selected Go Girl attendees to be held at their premises and promote their organisation as an incredible place to work for women.

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Your Go Girl journey

If you're in, then great! We'll share a Sponsorship Agreement document seeking your autograph and details on the written line.

We'll ensure that you get your own **account manager who owns the relationship** between your company and Go Girl going forward.

In the interim, we'll get the invoice sorted for your sponsorship amount on our end and look to hearing about the Purchase Order being sorted on yours.

Think
with this pack in hand, of course. We're here when you're ready.

Event day
Go Girl day is here – how exciting!

First step
We'd love for you to agree to join us in our diversity goal to increase the number of women in STEAM – and your future pipeline of talent, by educating, inspiring and attracting girls.

Nominate some amazing staff and role models from your company to inspire our keen cohort of girls - as we'll be asking for speaker names soon enough! There's also our tradeshow side as well – it's all happening!

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Sponsorship Enquiries

To discuss your involvement in Go Girl, Go for IT please contact the Director of Sponsorship by emailing:

sponsors@gogirlgoforit.com

Individuals can donate to Go Girl

Go Girl, Go for IT is a program of Vic ICT for Women which is a not-for-profit organisation, run 100% by volunteers - no one is paid and most work other full-time roles.

To date, all of our funding has come from sponsorships from corporate organisations. For those who are not part of a company, or unable to get your company to sponsor, you can donate via our website and all donations are exempt from GST.

Your donation will be used as part of the vital funds required to run Go Girl, Go for IT and to continually improve the running of our program.