

+ DIGITAL HER

Sponsorship & Supporter pack

2022

If she can see it, she can be it

+her
D/GITAL.
INSPIRE & EMPOWER

OUR MISSION

Our mission is to help end inequality and increase diversity in the technology and digital sector. Digital Her exists to address these issues, by inspiring and encouraging more women across Greater Manchester to consider careers in technology and digital.

By harnessing the power of industry mentors and real role models, Digital Her provides the support, opportunities and guidance needed to empower a new generation of women into our industry and equip those key influencers around them, particularly for young women (teachers, careers advisors and parents) to help them make informed decisions about their digital futures.

This year, our mission remains the same, to positively influence and tackle inequality in the technology and digital sector, now and for the future. In 2022 we will be building on our successes as well as introducing some exciting new community initiatives that will support women of all ages to be attracted to, and be retained in the sector.

Do you want to be part of our mission?

In 2022 we aim to:

- Continue to inspire young women across Greater Manchester through our school and college outreach and enrichment programmes
- Promote and influence more diversity in the sector through the Manchester Digital network
- Provide support for women in the sector through mentoring and training opportunities
- Give a voice & platform to the incredible women and diversity initiatives happening within the industry
- Provide more networking and support opportunities for role models
- Continue to champion change amongst our employers, educators and institutions.

Did you know?

Just 4 employer interactions while at school can reduce the likelihood of a young person dropping out of employment, education or training by 86%?

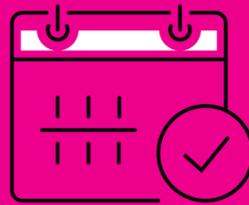


OUR IMPACT IN 2020

OVER 2100 YOUNG
WOMEN REACHED



12 LIVE EVENTS
HELD (PERSON
AND ONLINE)



25 ONLINE
RESOURCES
CREATED AND
SHARED

OVER 650
DOWNLOADS

195 SCHOOLS &
COLLEGES
SUPPORTED



OVER 400
FOLLOWERS ON
INSTAGRAM



2022 ACTIVITY

Her Voice & Digital Her articles

Monthly feature shared with the Manchester Digital audience. Focusing on a specific issue, initiative or achievement related to addressing the issue of gender imbalance within the industry.

Instagram takeovers

Regular content shared on the platform to inform, inspire and celebrate the incredible industry and the women that work in it. Content will include resources, careers advice, role model profiles and celebrations.

Role model meetups

Virtual and face to face (where possible) events to support our role models by providing meet up spaces, to network, build community and use these as learning opportunities.

Women in Tech talk/ Round table events

Join the conversation! Women in industry talking about issues, their experiences and key topics of the industry.

Podcasts

The chance to record a mini podcast series for Digital Her. Delve into the world of Digital and Tech for women.

Curiosity Camp

Curiosity camp is aimed at girls aged 13-15 to explore digital skills/job roles and meet people who work in the industry. 3-4 days of activities and insights to inspire and empower the next generation of women in tech.

Mentor Her

Mentor Her will aim to deliver structured mentoring to women of all ages across Manchester including: young women 16+ looking to get into the industry, women looking to switch careers, women working in the industry.

Workshops/ Experience days

Workshops and experience days that provide an insight into job roles in Digital & Tech. With an interactive element to encourage new skill development and inspire learning.

HERstory

Resources and content to go out to schools and colleges. Highlighting the women through history who have impacted the Digital and Tech sector.

Work experience placements

Provide school or college students with the opportunity to learn about your business, the women that work there and the job roles available. It's a chance to inspire a girl to enter the industry.



OUR AUDIENCE

- Over 200 school and college contacts
- Access to over 180 Digital Her role models
- Over 21,000 followers on the Manchester Digital Twitter account
- Over 400 followers on the Digital Her Instagram account
- Over 9,000 newsletter subscribers
- Over 21,000 visits to Manchester Digital website per month
- Over 7,000 follower on LinkedIn



Get involved. Join the Mission.

+her
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Empower Sponsor

£7,500

ONE AVAILABLE

EMPOWER SPONSOR

Sponsorship includes:

- Branding and back links on the Digital Her website and social channels and promotion of sponsorship through all Manchester Digital channels
- Promotion of sponsorship through the Manchester Digital website and social channels
- 2 x Digital Her week-long social media takeovers on Digital Her Instagram
- 3 x Her Voice blog posts, promoted via Digital Her and through the Manchester Digital channels
- Opportunity to host up to 3 Digital Her workshop/industry insight days
- Opportunity to host a women in Tech talk/roundtable event
- 6 x Digital Her social media role model features on the Digital Her instagram
- Employees are given an opportunity to become role models and attend role model meet up events
- Opportunity to host a role model meet up
- Speaking or skills share opportunity at a role model meet up
- 1x podcast mini series (3 episodes) on a topic of your choice. Hosted on Digital Her, promoted across socials and through the Manchester Digital channels
- Opportunity to collaborate on the design of 'HERstory' workshop and resources for schools and colleges
- Speaking opportunity at Manchester Digital member summer conference (2022) on a related diversity & inclusion topic (to be agreed with Manchester Digital)

Inspire Sponsor

£3,500

TWO AVAILABLE

INSPIRE SPONSOR

Sponsorship includes:

- Branding and back links on the Digital Her website and social channels and promotion of sponsorship through all Manchester Digital channels
- Promotion of sponsorship through the Manchester Digital website and social channels
- 1 x Digital Her week-long social media takeover on the Digital Her Instagram
- 2 x Her Voice blog posts, promoted via Digital Her and through the Manchester Digital channels
- Opportunity to host up to 2 x Digital Her workshop/industry insight days
- Opportunity to host up to 3 x work experience placements
- 4 x Digital Her social media role model features on the Digital Her Instagram
- Employees are given an opportunity to become role models and attend role model meet up events
- x 2 role model speaker places on a Digital Her event panel
- x 2 career insights videos from role models promoted as resources for schools and across socials

Mentor Her Sponsor

£6,000

TWO AVAILABLE

MENTOR HER SPONSOR

Mentor Her will aim to deliver structured mentoring to women of all ages across Greater Manchester including:

- Young women 16+ who are looking to get into the industry
- Women looking to switch careers
- Women working in the industry, in their early careers

By sponsoring the programme you will be helping us deliver a sustainable legacy to foster support for women now and in the future. The programme will deliver mentor training, and ongoing support to allow us to capture any common themes and monitor the results of the programme and any future collective actions needed.

Sponsorship includes:

- Branding on all Mentor Her materials
- Branding and back links on the Digital Her website and social channels and promotion of sponsorship through all Manchester Digital channels
- 1 x PR piece to promote the work you are doing with Mentor Her
- 1 x feature article on Manchester Digital and Digital Her website
- Enrolment of women in your business to become mentors and be matched with a mentee
- 4 x mentor feature on the Digital Her Instagram channel
- Speaking opportunity at a women in Tech talk/roundtable
- Opportunity to host a Digital Her an experience day or skills share workshop
- Employees are given an opportunity to become role models and attend role model meet up events
- Opportunity for a Speaking slot/skill share at a role model meet up
- Opportunity to collaborate on the design of 'HERstory' workshop and resources for schools and colleges
- 1x podcast mini series (3 episodes) on a topic of your choice. Hosted on Digital Her, promoted across socials and the Manchester Digital channels

Curiosity Camp

£8,000

TWO AVAILABLE

CURIOSITY CAMP SPONSOR

Curiosity Camp is aimed at girls aged 13-15 to explore digital skills for in-demand job roles and meet people who work in the industry. 3-4 days of activities and insights to inspire and empower the next generation of women in tech.

Curiosity Camp topics include but are not limited to: Design thinking/UX Design or Cyber/AI

Sponsorship includes:

- Branding and back links on the Digital Her website and social channels and promotion of sponsorship through all Manchester Digital channels
- 1 x PR piece to promote the Curiosity Camp
- 1 x Feature article on Manchester Digital and Digital Her website
- Design and deliver a workshop/masterclass at a Curiosity Camp
- Opportunity for 1 x online school workshop delivery spin off
- Opportunity to host up to 3 work experience placements - for camp attendees
- Employees are given an opportunity to become role models and attend role model meet up events
- Opportunity to provide role models for 6 for Curiosity Camp
- Opportunity to host work experience or experience day
- Opportunity to collaborate on the design of a 'HERstory' workshop and resources for schools and colleges
- 1 x Digital Her week-long social media takeovers on the Digital Her Instagram
- 5 x Digital Her social media role model features on the Digital Her instagram
- Speaking opportunity at women in Tech talk/roundtable event
- Opportunity to talk on a podcast mini series about the Curiosity Camp (jointly with another Digital Her sponsor) Hosted on Digital Her, promoted across socials and Manchester Digital channels

Confident Her Sponsor

£3,000

ONE AVAILABLE

CONFIDENT HER SPONSOR

Sponsorship includes:

- Branding and back links on the Digital Her website, social channels and promotion of sponsorship through all Manchester Digital channels
- Promotion of sponsorship through the Manchester Digital website and social channels
- Opportunity Host or co-host up to 3 Digital Her Role Model Meetups or related Digital Her Programme events and provide venue kind
- 2 x Feature article on Manchester Digital and Digital Her website
- 1 x Digital Her week-long social media takeovers on Digital Her Instagram
- Employees are given an opportunity to become role models and attend role model meet up events
- 4 x Role model profiles promoted through Digital Her Instagram channel
- Opportunity for x 1 school workshop delivery within the sponsor client network
- Opportunity to promote the Digital Her 'Mentor Her' programme to client network (to sign up as mentors)

Support Her Sponsor

£1,500

TWO AVAILABLE

SUPPORT HER SPONSOR

Sponsorship includes:

- Branding and back links on the Digital Her website and social channels and promotion of sponsorship through all Manchester Digital channels
- Promotion of sponsorship through the Manchester Digital website and social channels
- Employees are given an opportunity to become role models and attend role model meet up events
- 2 x Her Voice blog posts, promoted via Digital Her and the Manchester Digital channels
- 1 x Digital Her week-long social media takeover on Digital Her Instagram
- 4 x role model profiles promoted through the Digital Her Instagram channel

Contact Us

If you would like to discuss getting involved in Digital Her or any of the packages outlined in this brochure,
please contact Lydia Clayton, Project Manager
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