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On behalf of AnitaB.org, I am proud to share exciting news that we are planning our first ever Virtual Grace Hopper Celebration (vGHC) in the Europe, Middle East, and Africa (EMEA) region, which will be our first foray outside the English-speaking world and onto Continental Europe.

With our goal to uplift and celebrate the diversity and power of all women technology leaders worldwide, we are thrilled to bring GHC’s legacy to the entire EMEA region, including those racial, tribal, ethnic, gender identity, religious and others most underrepresented in the tech field. Together, we look to provide technical training and career development opportunities to diverse women technologists and their allies, as well as develop novel solutions to emerging ethical and social responsibility issues in technology.

Our vGHC EMEA is more than an event. It mobilizes the emergent Women’s Technology Movement to accelerate common cause, learning and capacity. As a result, we will have a stronger regional framework to promote equity, especially representation, pay, retention, funding and leadership toward building a world of inclusive technology.

The event will create a new network of advocates and allies with whom we can work year-round to strengthen the capacity of the entire corporate, educational and governmental technology ecosystem necessary for the success of EMEA women technologists.

It is my hope that you will join us to propel tech equity for all women, benefitting the technology field and the planet.

In Gratitude,
Brenda
About AnitaB.org

At AnitaB.org, we envision a future where the people who imagine and build technology mirror the people and societies for whom they build it. We connect, inspire, and guide women technologists, and organizations that view technology innovation as a strategic imperative.

In 1987, computer scientist Dr. Anita Borg started a digital community for women in computing. For more than 30 years, this community has grown and changed to become the leading organization for women in technology. Today, AnitaB.org works with women technologists in more than 50 countries, and partners with leading academic institutions and Fortune 500 companies.
In 1994, Anita and Dr. Telle Whitney co-founded the Grace Hopper Celebration (GHC), which has grown to become the world’s largest annual gathering of women technologists. Tired of attending conferences with almost no women, and, inspired by the legacy of Navy Rear Admiral Grace Murray Hopper, Anita and Telle created GHC to offer women the chance to improve their technical skills and connect with one another. Drawing just 630 attendees in 2002, GHC grew to more than 24,000 attendees in 2019. And in 2010, Telle helped launch GHC India, a regional event which attracted more than 3,000 attendees in 2017.

In 2020, faced with the realities of Covid-19, AnitaB.org held the first ever Virtual Grace Hopper Celebration, attracting more than 30,000 virtual attendees from over 115+ countries around the world. Earlier this year, AnitaB.org also hosted Virtual GHC India, gathering more than 5,000 attendees from all over India.
About Virtual Grace Hopper Celebration EMEA

On May 25-27, 2021, AnitaB.org will host our first ever vGHC EMEA. With our goal to uplift and celebrate the diversity and power of all women technologists worldwide, we are thrilled to bring the legacy of GHC to the entire EMEA region. We aim to provide technical training and career development opportunities to women and their allies, as well as develop innovative solutions for ethical and social responsibility issues in technology.

This celebration will inspire a new network of advocates and allies with whom we can work year-round to strengthen the capacity of the entire corporate, educational and governmental technology ecosystem necessary for the success of EMEA women technologists.

WATCH THE SIZZLE REEL!
About Virtual Grace Hopper Celebration EMEA

*Much like our signature Grace Hopper Celebration, vGHC EMEA will feature keynotes, dozens of sessions, workshops, and opportunities to connect with tech women. Students, professionals, or technology leaders... there’s something for every attendee!*

**Educational Sessions**
Attendees can look forward to inspirational role models including keynote speakers and industry veterans. Exciting opportunities for learning will come in two primary tracks — the Career Track, featuring sessions for various levels of career development, and the Technical Track, featuring sessions on artificial intelligence, machine learning, data science, open source, and software engineering in general.

**Sponsor Hall**
Grace Hopper Celebration (GHC) has made a huge impact in increasing the presence of women in STEM, tech and engineering roles. Many women professionals already face barriers to entering the tech industry, and this has been amplified by the effects of COVID-19 on the job market. vGHC EMEA will included a virtual Sponsor Hall featuring company booths hosted by our Sponsors.

**Networking Spaces**
vGHC EMEA is a great way to network with peers and connect with technologists and thought leaders across Europe, the Middle East, and Africa. Attendees and Sponsors can engage and make connections through breakout sessions, track meetups, and special programs.

**1:1 Meetings**
vGHC EMEA attendees can learn about the companies who are supporting women technologists, some of which may be hiring. Sponsors and attendees can schedule appointments and set up 1:1 informational meetings to make connections and further explore career possibilities. Attendees who are seeking employment will be able to create a profile in this adjacent virtual space, include a resume or portfolio, and visit employer booths to research open positions, which could include online video interviews with prospective employers during the event.
When you sponsor vGHC EMEA, you demonstrate your organization’s support of women technologists. Your sponsorship not only secures your organization’s visibility at this amazing event, but it also supports AnitaB.org programs year-round which in turn support women technologists globally.

**SPONSORSHIP COMPONENTS**

**Branding**
With each increasing level of vGHC EMEA sponsorship, you receive additional brand visibility across the virtual event space, starting with your logo on our website, in the vGHC EMEA newsletter, and opportunities to receive greater visibility such as on our main stage, in the event sizzle reel, a video spot during the general session, and more.

**Resume Database**
The resume database is an exclusive resource for Sponsors to discover and connect with AnitaB.org community members and EMEA attendees. Sponsors will be able to review intern, entry-level, and mid-career resumes to help fill your open technical positions.
Sponsor Hall
vGHC EMEA also includes a virtual Sponsor Hall, giving Sponsors the ability to reach a wider audience than would be available at a face-to-face event. Every Sponsor of vGHC EMEA receives a virtual booth space in our online event venue. Sponsors will be able to host booths with pre-recorded or live video, branded content, special offers and custom calls to action. You can serve an interactive demo, play videos, and more. Your booth will include live chat with booth visitors, the ability to mute/unmute booth attendees, and even screenshare, as well as downloadable analytics reports on booth attendance, comments, call to action clicks and more.

Job Board Posts
Sponsorships include job post credits to the AnitaB.org Job Board. AnitaB.org will amplify job opportunities throughout our global community, with specific targeting in EMEA local communities and networks.

Registrations to vGHC EMEA
We want your employees to join us at vGHC EMEA and with each Sponsorship package comes a group of registrations to the event which you can use for your employees, customers, partners, or any other special interest group you wish.

Scholars Program
vGHC Scholarships provide funds for boot camp students and graduates, undergraduate students, graduate students, and faculty to attend vGHC EMEA. Scholars who attend gain access to career and academic workshops, networking opportunities, and memories that will last a lifetime.
**Founding Sponsor Sessions**

With our inaugural vGHC EMEA, and with Founding Sponsorship, we are offering the rare opportunity to **contribute session content** by hosting two 30-minute sessions. We invite creative, inspiring, and valuable presentations which could include **highlighting a noteworthy woman** in your organization, a **panel of women experts** in your field, or **spotlighting the work** your organization does to **support women in technology**. All sessions will be produced as “simulive” — pre-recorded video & audio, which must also be accompanied by the speaker/presenter(s) live in the online Q&A in the virtual event space. The session topic should complement one of our vGHC EMEA tracks and focus areas and the content is subject to pre-approval by AnitaB.org.

**All Sponsored Sessions include:**

- Logo placement in the session listing on the agenda page,
- Option to play a :30-second pre-roll video prior to each of your virtual sessions (video to be provided by the sponsors in MPEG4 format, maximum size 5GB).
- Brand the session details page view in the agenda with custom banner (recommended size: 1280w X 400h), a custom background banner or video (1600w X 900h), and a custom background color.
- Ability to attach up to three (3) handouts to your session page (limited to 100 MB, in PDF or PPT/PPTx format).
INTRODUCING...

FOUNDING SPONSORSHIP

Further your reach at vGHC EMEA with these exclusive benefits!

PREMIUM BRANDING
ACROSS ALL MARKETING CHANNELS

LOGO FEATURED IN:
THE SIZZLE REEL
GENERAL SESSION STAGE
PROMOTIONAL EMAILS TO 3,000+ ATTENDEES

CURATED SESSIONS
FEATURED SPEAKER SESSION
GENERAL SESSION VIDEO SPOT

ALSO INCLUDED!
HOST A LIVE WEBINAR
FOLLOWING THE EVENT
# vGHC EMEA Sponsorship Levels

<table>
<thead>
<tr>
<th>Founding Sponsor</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>$250,000</td>
<td>$50,000</td>
<td>$20,000</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

- Opportunity for 15-minute Featured Speaker session within Opening or Closing General Session*:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Premium branding at vGHC EMEA across all marketing channels:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Exclusive branding of On-Demand session access for 60 days following event dates:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Opportunity to host a live webinar in the AnitaB.org Membership community during 2021, post-vGHC EMEA*:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Contribute two (2) 30-minute sessions within the vGHC EMEA tracks*:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Custom email promoting the set of curated sessions sent within 30 minutes prior:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Video spot, up to 30 seconds, produced by sponsor, to be played in between main stage sessions throughout the run of the event*:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Logo on four (4) pre-show and one (1) post-show promotional emails to our intended audience of 3,000 attendees:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Logo featured on stage during the General Session:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Inclusion in social media posts on AnitaB.org platform(s):
  - Founding Sponsor: 5 posts
  - Platinum: 2 posts
  - Gold: 1 post

- Logo inclusion in two (2) general GHC Newsletters leading up to event:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Logo inclusion in vGHC EMEA Sizzle Reel:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Logo on the vGHC EMEA website:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Graphic banner in the Sponsor Hall (TBC):
  - Founding Sponsor: Large
  - Platinum: Medium
  - Gold: Small
  - Silver: Mini
  - Bronze: Mini

- Virtual booth in the Sponsor Hall:
  - Founding Sponsor: x
  - Platinum: x
  - Gold: x
  - Silver: x
  - Bronze: x

- Receive credentials to post opportunities on the AnitaB.org Job Board:
  - Founding Sponsor: 10 job postings
  - Platinum: 5 job postings
  - Gold: 3 job postings
  - Silver: 2 job postings
  - Bronze: 1 job posting

- Advanced access to the Resume Database:
  - Founding Sponsor: April 19
  - Platinum: April 26
  - Gold: May 3
  - Silver: May 10
  - Bronze: May 17

- Number of full-access event registrations:
  - Founding Sponsor: 60
  - Platinum: 30
  - Gold: 20
  - Silver: 10
  - Bronze: 8

*Subject to approval from AnitaB.org.

On-platform experience may be similar.
## Marketing Promotional Opportunities

<table>
<thead>
<tr>
<th>Marketing Promotions</th>
<th>Number Available</th>
<th>Number of Registrations Included</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Virtual Activity; 60-minute*</td>
<td>4</td>
<td>5</td>
<td>$10,000</td>
</tr>
<tr>
<td>Sponsored Session; 30-minute*</td>
<td>4</td>
<td>2</td>
<td>$7,500</td>
</tr>
<tr>
<td>Sponsored Wellness Activity; 30-minute*</td>
<td>2</td>
<td>3</td>
<td>$7,500</td>
</tr>
<tr>
<td>Party Sponsor*</td>
<td>1</td>
<td>3</td>
<td>$7,500</td>
</tr>
<tr>
<td>Sponsored Networking Session*</td>
<td>4</td>
<td>2</td>
<td>$5,000</td>
</tr>
<tr>
<td>Video spot, up to 30 seconds, produced by Sponsor, to be played between main stage sessions throughout the run of the event</td>
<td>Based on availability</td>
<td>2</td>
<td>$2,500</td>
</tr>
<tr>
<td>Newsletter Advertisement</td>
<td>Based on availability</td>
<td>1</td>
<td>$2,500</td>
</tr>
<tr>
<td>Social Media Promotion</td>
<td>Based on availability</td>
<td>1</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

*Subject to approval from AnitaB.org.
Marketing Promotional Opportunities

Sponsored Virtual Activity
This is an opportunity to present a 60-minute lifestyle activity, such as a cooking demonstration, a coding workshop, special content for kids, interviewing tips & tricks, an exercise class, career training session, or any activity which will enhance the attendee event experience. This is not intended to be a standard presentation or panel discussion and the content is subject to pre-approval by AnitaB.org.

The Virtual Activity includes:
• Your logo in the session listing on the agenda page.
• Option to brand the session details page view in the agenda with a custom banner (recommended size: 1280W X 400H), custom background banner or video (1600W X 900H), and custom background color.
• Ability to attach up to three (3) handouts to your session page (limited to 100 MB, in PDF or PPT/PPTx format).
Sponsored Session
Purchase a 30-minute session, subject to availability, presented by an individual speaker or panel of experts. All sessions will be produced as “simulive” — pre-recorded video & audio, which must also be accompanied by the speaker/presenter(s) live in the online Q&A in the virtual event space. The session topic should complement one of our vGHC EMEA tracks and focus areas and the content is subject to pre-approval by AnitaB.org.

The Sponsored Session includes:
- Your logo in the session listing on the agenda page.
- Option to brand the session details page view in the agenda with a custom banner (recommended size: 1280W X 400H), custom background banner or video (1600W X 900H), and custom background color.
- Ability to attach up to three (3) handouts to your session page (limited to 100 MB, in PDF or PPT/PPTx format).

Career Track:
Leadership
Early career
Mid-career

Technical Track:
Artificial Intelligence/Machine Learning/Data Science
Open Source Software Engineering
Marketing Promotional Opportunities

**Sponsored Wellness Activity**
This is a unique session opportunity for Sponsors to offer their own 30-minute simulive wellness activity prior to the start of each day’s sessions. This could be a yoga session, meditation, a virtual run, inspiring music, or any activity which will enhance attendee wellness. This is not intended to be a formal presentation and the content is subject to pre-approval by AnitaB.org. The Sponsored Wellness Activity includes your logo in the session listing on the agenda page, and the option to brand the session details page view in the agenda with a custom banner (recommended size: 1280W X 400H), a custom background banner or video (1600W X 900H), and a custom background color. It also includes the ability to attach a handout to your session, limited to 100 MB.

**Party Sponsor**
The first-ever vGHC EMEA will feature an interactive dance party, courtesy of Party Sponsor. The party will feature a live DJ and an effervescent host leading the audience in dance and engaging participation. We’ll spotlight attendees on video who wish to be featured from around the world, showing off their moves, their sparkling gear, and homemade signs with their city & country. Sponsor is welcome to brainstorm with our planning team on how to include your brand in fun ways to enhance the party vibe.

**Sponsored Networking Session**
Host an online networking lounge for our vGHC EMEA attendees to socialize. Sponsor provides entertainment-oriented content while attendees network in chat — music performance, games, activities, etc. — AnitaB.org can help with ideas!
Marketing Promotional Opportunities

Sponsors of any level may add on the following MPOs to other sponsorships:

**Video During General Session**
Video spot, up to 30 seconds, produced by Sponsor, to be played between main stage sessions throughout the run of the event.

**Newsletter Advertisement**
Show your organization’s support through corporate branding in the vGHC EMEA newsletter, distributed to all attendees pre-event. Your branding could include information about your presence at vGHC EMEA or one of your open job opportunities. The newsletter will go out to active attendees with expected exposure to 3,000 attendees. Sponsor will provide URL to website (this would link from the logo), high resolution logo in png/vector format (square dimensions preferred), and a 20-25-word job description.

**Social Media Promotion**
Get in front of our audience of attendees and those tuning into the social feed to track the excitement of the event. Your brand name or logo will be displayed on AnitaB.org social feeds.

**Job Board Posting**
If you are looking for more talent to fill open technical roles, increase your company presence on the AnitaB.org Job Board to amplify your opportunities.
Anitab.org is not responsible for verifying information supplied by attendees or vetting the quality, quantity, or qualifications of applicants and attendees. We understand that some Sponsors may provide work visas, but some do not. We will do our best to provide relevant information when attendees are scheduling meetings to determine which Sponsors can/can not provide work visas.

Questions? BusinessDevelopment@AnitaB.org