



# Women in AI HACKATHON CANADA

November 2022

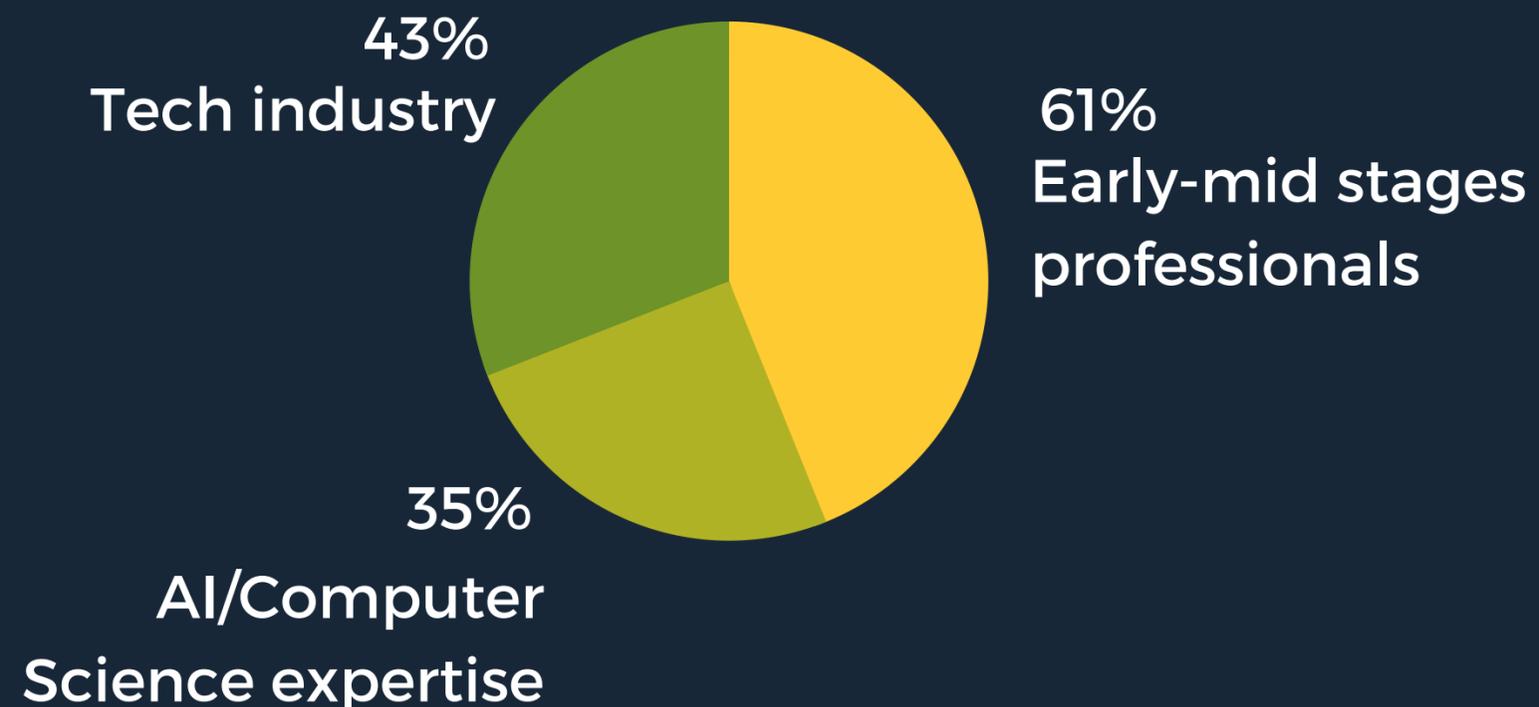


# Women in AI

Women in AI (WAI) is a global network of female experts and professionals in the field of Artificial Intelligence working towards gender-inclusive AI that benefits a global society. Our mission is to close the gender gap in the field by educating the next generation of female leaders in AI and to increase female representation and participation in AI.

## WAI Canada Member Reach

**+ 750**  
**MEMBERS**



# WAI Canada Hackathon 2022

WAI Canada Hackathon is a virtual collaboration event between **November 18-20, 2022** that connects efforts of diverse talent, skills, and micro-teams to jointly act to develop a solution that addresses a social issue or gap in the market. Teams can choose to develop a conceptual program, product prototype, or business model.

WAI Canada Hackathon allows participants to develop practical and applicable skills involving AI, innovation, and societal problem solving. It provides an opportunity to connect with like-minded peers and professionals in the industry through mentorships, workshops, pitch presentations and judging.



Micro-team collaboration



Mentorship support



Speaker workshops



Pitch presentation



# Why Sponsor Us?

## Brand Recognition

- Showcase your commitment to advancing inclusive AI for a common future
- Feature your marketing material through WAI media channels

## Recruitment

- Attract talented and innovative leaders from various disciplines

## Corporate Networking

- Connect with other industry leaders who value the reduction of inequality in the tech industry



# Social Outreach

 32,000+ (Global)

 3600+ (Local)

 9000+  3900+

 8000+  1500+

 10000+ Members

 12000+ Subscribers



# Sponsorships Highlights

|   | Turin Buddies<br>(Title Sponsor)<br>\$10,000 | Deep Allies<br>\$5,000 (corporate)<br>\$3,000 (non-profit) | Natural Supportes<br>\$3,000 (corporate)<br>\$1,000 (non-profit) |
|---|--|--|--|
| <b><u>General</u></b>                         |  |  |  |
| Thanked at opening and closing ceremonies     | ●  | ●  | ●  |
| Opening key note speaker                      | 10 min                                       | 6 / 2 min  | 1 min  |
| Closing remarks                               | ●  |  |  |
| Selection of hacker challenge                 | ●  |  |  |
| Seat on judging panel                         | ●  | ●  | ●  |
| Host workshop/ mini tech talk                 | ●  | ●  | ●  |
| Send mentors                                  | ●  | ●  | ●  |
| Sponsorship booth                             | ●  |  |  |
| Access to hackathon presentation materials    | ●  |  |  |
| <b><u>Marketing</u></b>                       |  |  |  |
| Announcement on all local media/ social media | ●  | ●  |  |
| Brand /logo on all promotional material       | ●  | ●  |  |
| Product/Demo Talk at Opening Ceremony         | ●  |  |  |
| <b><u>Recruitment</u></b>                     |  |  |  |
| Access to hacker resumes                      | ●  |  |  |



# Turin Buddies (Title Sponsor)

**General:** Turin Buddies Sponsor is a title sponsor and has 10 minutes to present at the Opening Keynote Speech and the right to select the hacker challenge, which can be a problem the organization wants to solve. Also, the opportunity to send mentors, host a workshop/mini talk, have a sponsor booth, as well exclusive access to all participants' hacker presentation materials. The organization will sit on the judging panel and deliver remarks at the closing ceremony. It will be thanked at the opening and closing ceremonies.

**Marketing:** Unique opportunity to announce sponsorship on all WAI Canada local media/ social media, inclusion of brand/ logo on all hackathon promotional material, and opportunity to demo product and services at the opening ceremony.

**Recruitment:** Post event access to all hacker resumes to support with a talent pipeline.

**Turin Buddies**

\$10,000 CAD





# Deep allies

**General:** Deep Allies sponsors have 6 and 2 minutes Opening Keynote Speech (Tier 1: 6 min/ Tier 2: 2 min). Under this category, sponsors can send mentors, sit on the judging panel, and host a workshop/ mini tech talk. They will be thanked at the opening and closing ceremonies.

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**Marketing:** The Sponsorship announcement will be all through local media and social media. Sponsors logo and brand will be on our website and promotional material.

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## Tier 1

(100+ employees)

\$5,000 CAD

## Tier 2

(<100 employees)

\$3,000 CAD



# Natural Supporters

**General:** Under this category, sponsors have a 1 min Opening Keynote Speech, plus another speaking opportunity during the Award Ceremony. The organization representative can be seated on the judging panel. Sponsors will have the opportunity to host a workshop/ mini tech talk and will be thanked at the opening and closing ceremonies.

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## Tier 1

(100+ employees)

\$3,000 CAD

## Tier 2

(<100 employees)

\$1,000 CAD



# Timeline

June -July ●

Hackathon Concept Planning

August -  
October ●

Event marketing, sponsors, speakers, mentors, judges, and volunteer recruitment, and logistics preparation

November ●  
18-20

**EVENT**



# Team



**Julia Cruz**  
**Hackathon**  
**Organizer Lead**



**Frincy Clement**  
**Ambassador,**  
**Canada**



**Leslie Salgado**  
**Hackathon**  
**Marketing Lead**



**Gabrielle Vachon**  
**Hackathon Project**  
**Manager Support**



**Ellie Jones**  
**Hackathon Technical**  
**Lead**



**Yulia Slipenchuk**  
**Hackathon**  
**Sponsorship Lead**



**Phoebe Marinakis**  
**Hackathon**  
**Experience Lead**

# Sponsor us!

This idea can only succeed with your help. Your support not only provides opportunities for participants to develop their professional skills and entrepreneurial spirit but also will contribute to building a strong and diverse AI community. Leveraging diversity, equity, and inclusion in AI can lead to less bias and better business outcomes. We can forge new opportunities and new spaces for a solid AI ecosystem with organizations like yours.



**WaiHACKATHON**  
**Canada2022**

Questions?



[frincy@womeninai.co](mailto:frincy@womeninai.co)  
[julia.cruz@womeninai.co](mailto:julia.cruz@womeninai.co)  
[hackathon-canada@womeninai.co](mailto:hackathon-canada@womeninai.co)