

Sponsorship Prospectus

Ada Lovelace Day Live! & Special Projects



February 2017

Supporting Women in STEM

Ada Lovelace Day is an international celebration of the achievements of women in science, technology, engineering and maths (STEM). Its aims are to increase the profile of women in STEM, to create new and inspirational role models, and to provide information and support to girls and women interested in STEM. The day itself is held every year on the second Tuesday of October, with our flagship 'science cabaret', Ada Lovelace Day Live!, featuring entertaining talks from women across the STEM disciplines. Videos from the last four years' are available on [YouTube](#).

[Ada Lovelace Day](#) was founded in 2009 by Suw Charman-Anderson, and *Ada Lovelace Day Live!* has been held every year since 2011. We have been hosted by a number of amazing venues in London, including The IET, Conway Hall, The Royal Institution, Imperial College London and The BCS. In 2017, we will be back at The Royal Institution with another fabulous line-up of women from across the UK STEM world.

Ada Lovelace Day has grown enormously from its humble origins as a day of blogging, and is now a truly global event. Every year, we see 80 to 150 independent events held around the world. Over the last three years, we have seen events in Albania, Brazil, Ecuador, Ethiopia, Israel, Lithuania, Nepal, Nigeria, Serbia, Slovenia, South Korea, Tunisia, Turkey, Uganda, and Ukraine, as well as across Europe, North America, Australia and New Zealand.

With the support of our sponsors, we have expanded our activities well beyond the day itself, producing resources that will support girls and women in STEM all year round.

In 2016, we launched a [resources database for women in STEM](#), for which we received Digital Science's Catalyst Award as well as support from ARM and UCL Engineering. We also launched a [new podcast highlighting the work of women in STEM](#), which was also sponsored by ARM. We also expanded the products available in our shop, including making our two education pack careers posters, *Ten Types of Scientist* and *The Amazingly Enormous STEM Careers Poster* available to purchase, and both received a very enthusiastic response on Twitter. We also added ALD T-shirts and stickers to our line.

In 2015, we released a [free education pack](#) for teachers of 11-14 year olds which helps teachers tackle the gender stereotypes that hold both girls and boys back, and addresses girls' relationship to and confidence with STEM subjects. And in previous years, we released [two anthologies of essays about women in STEM](#), *More Passion for Science: Journeys*



Dr Bissan Al-Lazikani

in the Unknown, and *A Passion for Science: Stories of Discovery and Invention*. Both books are written by authors from around the world, and feature a wide variety of women in STEM.

This year, we are developing a range of crochet patterns for [amigurumi](#) dolls featuring women in STEM such as [astronaut Mae Jemison](#) and [marine biologist Eugenie Clark](#). There are few commercially available toys depicting women in STEM, and a lack of patterns to allow people to create their own, so this is an important gap in the market. We will make the first few patterns available for free on our website, and if they prove popular will develop a crowdfunding project to produce a book of designs.

We are also reviewing the scientific literature on the part role models can play in inspiring girls and women to follow their STEM ambitions. We know that role models are not 'one size fits all' and so will be producing a report and guidelines to help schools, businesses, government and campaigning groups better understand how to best choose and develop effective role models.

For more details of our achievements, please see [our end of year reports](#).

Why aren't girls attracted to STEM?

There are many cultural and structural barriers that reduce the number of girls and women who pursue an education or career in STEM. The idea that STEM subjects are "not for girls" is pervasive, even from a very young age.

"Science requires brilliance, and brilliance is male"

A recent study [suggests](#) that [children](#) consider both genders to possess brilliance (measured by use of the words "really, really smart") up until the age of 6, after which girls, but not boys reject the notion. This belief that brilliance is a male trait persists, even though the same girls recognised that they were achieving higher marks at school than the boys.

"Engineering is difficult, messy and boring"

[Research carried out](#) by The IET [found](#) that parents of girls were more likely to use negative words like "difficult, messy, boring, dirty" to describe jobs in engineering, and that girls then used these same terms. Parents were much less likely to suggest engineering careers to their daughters and, worse, tended to miss their daughters' interest in science and engineering, over-assuming interest in other careers.

"Think like scientists"

Research from [the OECD showed](#) that [girls lack confidence](#) in maths and science, even those who are high-achieving, limiting their future career choices. They found that girls worry that maths is difficult and that they'll make mistakes, especially when they are



Yewande Akinola

asked to “think like scientists” or “formulate situations mathematically”, which makes them reluctant to continue their studies at advanced levels.

We know from experience that one-off interventions are ineffective and that we need to focus on long-term structural and cultural changes. This includes initiatives to challenge stereotypes, provide careers information, and create suitable role models, all with the aim of supporting and encouraging girls and women to achieve their full potential in STEM.

Our Community

Our community is a passionate one, full of women in technology and science in particular, as well as men, many with daughters whom they want to have the same opportunities growing up as they did.

Our [newsletter](#) has nearly 1,200 subscribers, 30 percent of whom are in the UK, with 41 percent in the US and the remainder distributed around the rest of the world. Our [website](#) gets an average of 14,000 page views per month, with 32 percent of visitors coming from the UK, 34 from the US, and the remainder coming from over 100 other countries.

Of our 8000 [Twitter](#) followers, 43 percent are in the UK, 28 percent in the US, and the remainder spread out over about 100 other countries. Our new [Facebook Page](#) and [Facebook Group](#) are both growing, as is our [Pinterest](#) presence and our [podcast](#) listenership.

Press coverage

Each year Ada Lovelace Day receives a [significant amount of media attention](#). In the past our events have been covered by CNN, The Guardian, ComedyCentral, The New York Times, Forbes, Business Week, the BBC, Motherboard, The Huffington Post, New Scientist, Wired, Forbes, National Geographic, BoingBoing, NBC News and Smithsonian.com, amongst many more household names.



Fran Scott



Dr Anna Jones

Become a Sponsor

By sponsoring Ada Lovelace Day, you will be helping to promote the work of women in STEM on a global level. This is your opportunity to make an impact on the world of tomorrow by encouraging girls and women to study and pursue a career in the exciting fields of STEM. In working with us, you will be associated with a vibrant, forward-thinking community and an event beloved around the world.

If you would like to sponsor us, please email suw@findingada.com quoting the package that you are interested in, and which company / organisation you represent.

Please note that all event sponsorship package items related to *Ada Lovelace Day Live!* are subject to confirmation with the venue. If an item is deemed impractical by the venue, we will agree an acceptable alternative with each sponsor. Please also note that speaker slots are not included in any sponsorship package.

Prices are in GBP and USD.

Custom Sponsorship Packages

Custom

£15,000 to £50,000+

\$20,000 to \$60,000+

One year or ongoing

Multiple available

We are happy to work with you to craft a customised sponsorship package that meets your needs, and can offer both one-year and multi-year agreements.

Custom packages can include [co-sponsoring our podcast](#), developing a new education pack for primary school children, creating new content for our blog, [expanding our resources database](#), Twitter campaigns, and working with us on several other upcoming projects.

We are also interested in talking to sponsors willing to support long-term projects.

All custom packages will also include:

- Logo, description and link on the FindingAda.com Partners page
- Logo and link in the FindingAda.com newsletter
- 12 thank you tweets from @FindingAda
- Named as sponsor on project materials
- Named as a sponsor in publicity

If you are interested in this package, please [get in touch](#) to discuss your goals and needs.

Ada Lovelace Day Live! Packages

Ada Lovelace Day Live! is our flagship event: a science cabaret held yearly in London and featuring performances and talks by women in STEM, comedians and musicians. Previous speakers include Dr Hannah Fry, Professor Sophie Scott, Dr Bissan Al-Lazikani, Yewande Akinola, Professor Elaine Chew, Professor Uta Frith, Chi Onwurah MP, Maggie Aderin-Pocock, Maggie Philbin, Dr Helen Czerski and Konnie Huq. Videos from the last four years are available to watch online ([2013](#), [2014](#), [2015](#), [2016](#)).

This year's event will be held at The Royal Institution of Great Britain. Previous years have been hosted by [The IET Women's Network](#), the Conway Hall Ethical Society, Imperial College, the Women's Engineering Society, and BCSWomen. Our attendance figures are generally around 450, depending on venue capacity.

Platinum

£8,000 pa

\$11,000 pa

One year or ongoing

Only one available

- *ALD Live!* event: 10 tickets to the show
- 50% off discount code for *ALD Live!* to share with your community
- Name check at beginning of the *ALD Live!* event
- Logo at the top of our sponsors banner for the *ALD Live!* event
- Logo on auditorium backdrop at the beginning of *ALD Live!*
- Literature on the table at the entrance to the auditorium
- Logo, description and link on the FindingAda.com Partners page
- Logo and link in the FindingAda.com newsletter
- 12 thank you tweets from @FindingAda

Gold

£7,000 pa

\$8,000 pa

One year or ongoing

Two available

- *ALD Live!* event: 5 tickets to the show
- 25% off discount code for *ALD Live!* to share with your community
- Name check at beginning of the *ALD Live!* event
- Logo on our sponsors banner for the *ALD Live!* event
- Logo on auditorium backdrop at the beginning of *ALD Live!*
- Literature on the table at the entrance to the auditorium
- Logo, description and link on the FindingAda.com Partners page
- Logo and link in the FindingAda.com newsletter
- 12 thank you tweets from @FindingAda

Video

£4,500 pa

\$6,000 pa

One year or ongoing

Only one available

- 15% off discount code for *ALD Live!* to share with your community
- Logo on our sponsors banner for the *ALD Live!* event
- Logo on auditorium backdrop at the beginning of *ALD Live!*
- Logo / name on our website video page
- Name on the YouTube pages for all videos, for life of that account
- Logo, description and link on the FindingAda.com Partners page
- Logo and link in the FindingAda.com newsletter
- 12 thank you tweets from @FindingAda

Ada Lovelace Day Live! Packages

Schools

£2,500

\$4,000

One year or ongoing

Only one available

This package allows sponsors to provide free tickets to school groups who would like to attend *ALD Live!*, but who do not have the resources to buy their own tickets. This package will support a minimum of 100 places, applications for which will be administered by Ada Lovelace Day.

- Company name as part of the ticket name
- Logo on our sponsors banner for the *ALD Live!* event
- Logo on auditorium backdrop at the beginning of *ALD Live!*
- Logo, description and link on the FindingAda.com Partners page
- Logo and link in the FindingAda.com newsletter
- 12 thank you tweets from @FindingAda

Photography

£2,000

\$3,000

One year or ongoing

Only one available

- Logo on our sponsors banner for the *ALD Live!* event
- Logo on auditorium backdrop at the beginning of *ALD Live!*
- Logo / name on our website photos page
- Name on the Flickr pages for all photos, for life of that account
- Logo, description and link on the FindingAda.com Partners page
- Logo and link in the FindingAda.com newsletter
- 12 thank you tweets from @FindingAda



Special Projects

We have a number of special projects each year that we devote resources to and which need your support. Some projects are one-offs, others are ongoing.

Podcast

£5,000 pa

\$7,000 pa

One year or ongoing

Multiple available

The Ada Lovelace Day podcast highlights the work of women in STEM. Host Suw Charman-Anderson talks to women from around the STEM world about their careers, as well as talking to women and men about historic and modern women's achievements.

The monthly podcast launched in May 2016, and January 2017 saw the launch of a new segment, highlighting an invention or discovery made by a woman. Listeners can subscribe via [iTunes](#), [Google Play](#), [Stitcher](#) and [Soundcloud](#). Package includes:

- Two mentions during the podcast, with one including a short blurb about your company
- Mention and links in the podcast show notes
- Logo, description and link on the FindingAda.com Partners page
- Logo and link in the FindingAda.com newsletter
- 12 thank you tweets from @FindingAda

Resources

£5,000 pa

\$7,000 pa

One year or ongoing

Multiple available

The [ALD Resources Database](#) is a new and growing source of information for women in STEM, with information in five categories:

- **Organisation:** Groups supporting women in STEM.
- **Funding:** Grants, scholarships, fellowships and other funding opportunities.
- **Publication:** Academic studies and research
- **Media:** Media coverage of equality and related issues
- **Educational resources:** Websites, videos and other resources for teachers and parents to help teach STEM and equality

Funding goes towards the research and data entry required to expand the resource and promotion. Package includes:

- Logo on the each individual database record, currently over 350 pages and growing
- Logo, description and link on the FindingAda.com Partners page
- Logo and link in the FindingAda.com newsletter
- 12 thank you tweets from @FindingAda

Join our Current Sponsors





Chi Onwurah MP

ALD Live! photos by Paul Clarke.
ALD for Schools photo by Tracy Howl.



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