

# Sponsorship Prospectus

Ada Lovelace Day Live! & Special Projects



June 2019

## 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 Institution of Engineering and Technology (TheIET), Conway Hall, The Royal Institution, Imperial College London and The BCS. In 2019, we will be back at The IET with another fabulous line-up of women from UK STEM.

Ada Lovelace Day has grown enormously from its humble origins as a day of blogging ten years ago, and is now a truly global event. The first independent events were held in 2011 in the UK and America. Since then, there have been at least 643 events that we know of, in 216 different towns or cities, in 38 countries, across all major inhabited continents.

In 2018, we saw a record number of independent events with at least 190 events, in 112 towns or cities across 19 countries, including events in Croatia, India, New Zealand, the Republic of Korea and South Africa.

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 2018, we ran the [FindingAda Online Recruitment Fair for Women in STEM](#), an all-day event on Thursday 1 February 2018 which brought together employers and female job hunters from across the UK via an online video platform to discuss specific jobs and career opportunities. We collaborated with Stack Overflow, the internet's largest online community for software developers, on a new careers post titled [What Kind Of Technologist Could I Be?](#). The poster aims to explode the idea that the only people who work in tech are programmers, and that traditionally female-coded roles, such as Teacher, Communicator and Facilitator are 'not really tech jobs'.

Suw was a [semifinal judge for the Virgin Media Business Voom Pitch 2018 competition](#), and Ada Lovelace Day became one of the Voom partners with



Hilary Costello



the aim of encouraging more female entrepreneurs to take part. Suw was also a judge for the [Inspiring Science Award](#), one of two new awards from Nature Research and The Estée Lauder Companies which honours exceptional female scientists. In July, the [US Senate introduced a resolution to honour Ada Lovelace's legacy](#), and recognise 9 October 2018 as 'National Ada Lovelace Day'. And one of our most popular projects was a [Christmas STEM advent calendar](#), to highlight historical women in STEM.

In 2017, we launched a line of free women in STEM crochet patterns featuring women in STEM such as [astronaut Mae Jemison](#) and [marine biologist Eugenie Clark](#). We also continued to produce our [podcast highlighting the work of women in STEM](#), which was also sponsored by ARM, and ran a campaign over Christmas to highlight women in STEM, the [Twelve Days of STEMmas](#).

In 2016, we produced two careers posters, *Ten Types of Scientist* and *The Amazingly Enormous STEM Careers Poster* and 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 previously years, we released [two anthologies of essays about women in STEM](#), *More Passion for Science: Journeys 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.

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

## Our Projects for 2019

### *Ada Lovelace Day Live! 2019*

*Ada Lovelace Day Live! 2019* will be held on the evening of Tuesday 8 October at [The Institution of Engineering and Technology](#). We are once again grateful to [The IET Women's Network](#) for their ongoing support, and look forward to spending another entertaining evening learning about the work of some of the UK's leading women in STEM.

### **Ecology collaboration**

Over the next 18 months, we are [collaborating with ecologists](#) from the [University of York](#) and [DePaul University](#) in Chicago, USA, to run an international ecology and professional development workshop. The project was [awarded a £80,177 grant](#) by the [Natural Environment Research Council](#) (NERC), which will fund a study fungi essential to soil health and promote inclusivity and the retention of women and minorities in science.



Dr Bala Chaudhary,  
DePaul University

## Knowledge sharing and mentoring network

In May 2018, we began work on a knowledge sharing and mentorship network for women in STEM and their advocates. We have been speaking to women in STEM, learned societies, advocates and STEM businesses to get an idea of their needs and priorities.

We are currently assessing which platforms will meet our community's needs, and developing a pricing and launch strategy. We hope to begin talking to businesses about providing access to their staff before the end of Q1, and hope to have a targeted soft launch in the UK before the end of Q2, before later opening it up to the general public. If you would be interested in a business package for your female staff, [please email Suw](#).

## Our Community

We have three Facebook groups: [Women in STEM organisers](#), a space for sharing resources, funding suggestions and assistance with applying for grants, with 146 members. Our [Ada Lovelace Day group](#), for general discussions about women in STEM and other relevant news, with 550 members, and [The Plotters' Club](#), our Facebook group for female authors and STEM experts, run in conjunction with [The Clarke Award](#), with 131 members. Our [Facebook page](#) has 1,136 likes and 1,177 followers, which is an increase of about 40 percent for both likes and followers from 2017.

On Twitter, we now have 17,685 people following [@findingada](#), an increase of about 30 per cent on 2017's figures. As in previous years, most of our followers are in the UK, accounting for 40.0 percent of followers, and 30.9 percent coming from the USA.

Our [newsletter](#) held steady at 1,265 subscribers, with 41.8 percent of subscribers in the USA, 32.5 percent in the UK and 19.3 percent distributed around the rest of the world.

[Findingada.com](#) averaged 14,500 page views each month, with an average of 10,500 unique visits, with 28.7 percent of visits lasting longer than 30 seconds. The majority, 40.4 percent, of visitors came from the UK, with 24.9 percent from the USA.

## 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. In 2018, coverage included:

- [Ada Lovelace Day, 9 October 2018 gallery](#), Maria-Livia Chiorean, Margaret Holborn, *The Guardian*
- [Ada Lovelace Day: We should never forget the first computer programmer](#), Harriet Hall, *The Independent*
- [Meet Ada Lovelace, the first computer programmer](#), CNN



# 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](mailto:suw@findingada.com) quoting the package that you are interested in, and which company / organisation you represent.

Please also note that speaker slots are not included in any sponsorship package.

Prices are in GBP and USD. If you wish to pay in USD, please let us know.

## Custom Sponsorship Packages

### Custom

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£15,000 to £50,000+

\$20,000 to \$65,000+

One year or ongoing

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. 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 Tricia Sullivan, Dr Hannah Fry, Prof Sophie Scott, Dr Bissan Al-Lazikani, Yewande Akinola, Prof Elaine Chew, Prof Uta Frith, Chi Onwurah MP, Maggie Aderin-Pocock, Maggie Philbin, Dr Helen Czerski and Konnie Huq. Videos from the last five years are available to watch online ([2013](#), [2014](#), [2015](#), [2016](#), [2017](#), [2018](#)).

This year's event will be hosted by [The IET Women's Network](#), with previous events having been hosted by the Ri, 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

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*£9,000 pa*

*\$11,750 pa*

*One year or ongoing*

- *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

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*£7,000 pa*

*\$9,000 pa*

*One year or ongoing*

- *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

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*£5,000 pa*

*\$6,500 pa*

*One year or ongoing*

- 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

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*£3,000*

*\$4,000*

*One year or ongoing*

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. It will also include travel grants for underserved schools.

- 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

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*Sold Out*

- 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.

## Resources

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*£5,000 pa*

*\$6,500 pa*

*One year or ongoing*

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 2019 sponsors & partners





Natasha Simons and volunteer from the audience

ALD Live! photos by Tracy Howl



#### Contact Information

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Facebook: [facebook.com / AdaLovelaceDay](https://facebook.com/AdaLovelaceDay)