Every byte helps.
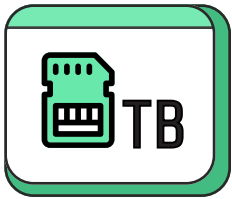
We believe that technology is the future,
and the future has a place for everyone.

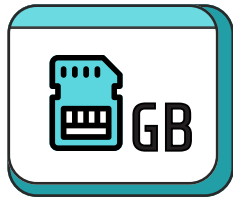Email **info@digitalwavesnl.ca** to Sponsor

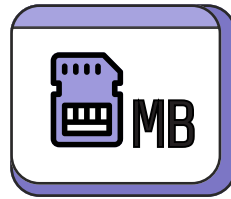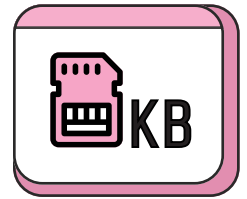## 2023 SPONSORSHIP PACKAGES

Terabyte Tier
$5000+

Gigabyte Tier
$2500

Megabyte Tier
$1000

Kilobyte Tier
$500

Build Your Own
Custom Donation: Monetary, Swag, or Services

It's our vision that by boosting digital confidence and giving young people the experience to see themselves in technology that we will be able to close the future gender gap in our technology sector.

More information on sponsor benefits and Digital Waves NL program donation usage inside.

In Partnership With: **STEM forGIRLS**   **QUADRANGLE**

About Our Program

Digital Waves NL is excited to announce a new digital skills program coming in October of 2023:

- Free registration;
- Prizes for participation and exceptional demonstration of digital skills learned in the program;
- Open to girls and/or 2SLGBTQIA+ youth, ages 11-18, living anywhere in NL.

OUR WHY | ABOUT OUR PROGRAM

Problems we want to target in 2023.

Our new program, in collaboration with STEMforGIRLS and Quadrangle NL, will hope to address two key problems identified in our province:

PROBLEM #1
Lack of gender diversity and 2SLGBTQIA+ diversity in the technology sector.

Women are massively underrepresented in technical and leadership roles in Canada's technology sector (PwC, 2017). Research has also shown that when youth see technology as something that can be leveraged to make positive change it will increase their chances of a future working in a technology-related role (Microsoft, 2018).

Additionally, individuals who identify as 2SLGBTQIA+ experience more institutional barriers to work in the technology sector (QueerTech, 2022) due to social exclusion, harassment and lack of equal opportunities compared to their peers. Additionally, according to QueerTech, 57% of of their respondents reported that they are not "fully out" at work, with 15% concerned that their career opportunities may be limited because of their sexual orientation.

The technology sector requires a diverse workforce to build our technological landscape into an equitable future, so ensuring that queer individuals not only enter the technology sector but continue in the field is essential to this sector's humane growth.

OUR WHY | ABOUT OUR PROGRAM

PROBLEM #2
Lack of visibility into local organizations, businesses and professionals that are queer-owned and queer-inclusive.

As of today, there is no single place to search for queer-owned/-inclusive organizations, businesses, and professionals located in Newfoundland & Labrador (NL). Those who are looking to support such businesses and organizations have to do their own research, which can be extremely difficult and time-consuming given the varied web presence and searchability of some businesses/organizations. This acts as a massive barrier to those consumers who want to support queer-owned organizations and contribute to their local queer-owned economy.

OUR HOW | ABOUT OUR PROGRAM

Make real, positive impact while learning digital skills.

Our proposed program seeks to tackle these problems in one cohesive digital skills experience. This program will challenge girls and/or youth in the 2SLGBTQIA+ community to build a digital directory of queer-owned and -inclusive organizations, businesses, and professionals.

Each participant will learn the digital skills required to design and code a single-page website highlighting a queer-owned/-inclusive organization, business, or professional. The resulting pages will be combined into a cohesive directory, which will act as a proof-of-concept to gather further funding and support to build **InQueeries.ca**. InQueeries will not only serve the community as a searchable directory, but will also be a central information hub for all programs and resources available to the 2SLGBTQIA+ community in NL.

How might we make it easier for NLers to support the queer community?

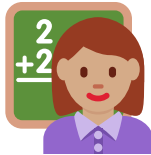How might we increase awareness of 2SLGBTQIA+ programs and resources in NL?

How might we help find spaces and services that are queer-inclusive?

OUR HOW | ABOUT OUR PROGRAM

Our program will include three (3) components for registered participants, designed to foster growth of digital skills and peak interest in a future career in technology:

1

ONLINE BEGINNERS WORKSHOPS
Learn to Design & Code

No prior web design or coding knowledge required. We'll teach participants everything they need to know to design and build their single webpage.

2

GET ONE-ON-ONE SUPPORT
Work With Industry Mentors

Participants will receive additional support with their webpage from our diverse pool of local design and coding experts in NL's technology sector.

3

IN-PERSON/ONLINE LAUNCH EVENT
Show Off New Skills

Participants will gather in-person or online to showcase the InQueeries app proof-of-concept, and mingle with their program peers, mentors, and other industry leaders.

Sponsorships

Digital Waves NL is supported by a network of volunteers, and supported by only a few paid personnel (through our partner organization STEMforGIRLS and independent contractors). Your contribution will not only make the execution of our program possible, but will also be used for participant incentives, such as prizes and participation memorabilia.

All donations are tax deductible, and held/managed by STEMforGIRLS (Charitable # 86287 0318 RR 0001).

ESTIMATED BUDGET | SPONSORSHIPS

Cost projections for 2023

Outlined below is the detailed cost for our upcoming program, including our total fundraising target.

Expense	Subtotal
Salaries & Benefits	$18,080
Professional Fees/Honoraria	$1,000
Program Materials & Prizes	$4,420
Advertising & Communications	$4,100
Administrative Support	$2,400
Estimated Total Budget	**$30,000**

SUPPORT 2SLGBTQIA+ IN NL

QUADRANGLE

A monthly donation of $25 or more will support province-wide, year-round 2SLGBTQIA+ programs and services.

LEARN MORE
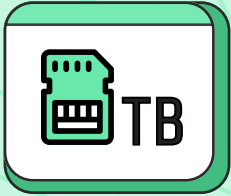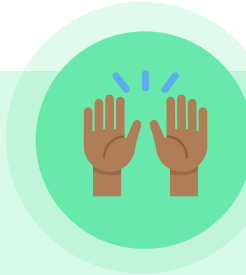
SUPPORT STEM ALL YEAR

STEM forGIRLS

Become an official yearlong partner to empower youth across NL pursuing successful futures in STEM. Combining your sponsorship will allow you to support Digital Waves and STEMforGIRLS, amplifying your impact.

LEARN MORE

TIER BENEFITS | SPONSORSHIPS
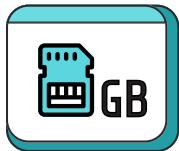
Programs made possible by your contribution.

Your generosity will provide life-changing experiences to those underrepresented in the technology sector.
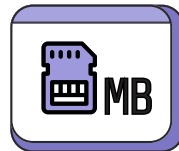
Terabyte Tier
$5000+

Become an official Digital Waves 2023 partner.

- Two (2) commercial spots during remote workshops.
- Three (3) dedicated social media shoutouts from Digital Waves, STEMforGIRLS, and/or WRDC accounts as a partner.
- Logo displayed as a partner on: DigitalWavesNL.ca, dedicated slides during opening and closing ceremonies, official email updates, opening slides of all workshops.
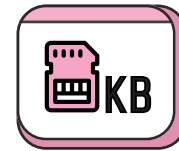
Gigabyte Tier
$2500

- One (1) commercial spot during remote workshops.
- Dedicated social media shoutouts from WRDC and/or Digital Waves accounts.
- Included in two (2) Gigabyte Tier social media shoutouts from WRDC and/or Digital Waves accounts.
- Logo (medium size) displayed on: DigitalWavesNL.ca, included in slides during all workshops, plus opening and closing ceremonies.

Megabyte Tier
$1000

- Included in two (2) Megabyte Tier social media shoutouts from WRDC and/or Digital Waves accounts.
- Logo (small size) displayed on: DigitalWavesNL.ca, included in slides during all workshops, plus opening and closing ceremonies.

Kilobyte Tier
$500

- Included in Kilobyte Tier social media shout out from WRDC and/or Digital Waves accounts.
- Logo (small size) displayed on: DigitalWavesNL.ca, included in slides during all workshops, plus opening and closing ceremonies.

Build Your Own
Custom Donation: Monetary, Swag, or Services

Benefits for Build Your Own Tier vary: may include logo on DigitalWavesNL.ca, or logo on shared social post on Digital Waves accounts.

ABOUT DIGITAL WAVES NL, STEMFORGIRLS, AND QUADRANGLE NL

Learn more about us.

Digital Waves is a volunteer founded organization. By partnering with other established organizations and non-profits, it is our goal to help deliver technology programming to girls, young women, and gender-diverse youth who are presently underrepresented in the technology sector. We believe that by showing young people the power of technology early in their lives, they are more likely to consider a further education and/or career in technology.

Our volunteer members have experience in various disciplines in the technology sector, including engineering, design, management, and program coordination. By offering our relevant skill sets to existing organizations, we can provide genuine insights and content that may not be already accessible to organizations who desire to offer technology programming to their consumers. While it is our goal to become a standalone non-profit organization, we believe that partnering with existing organizations will always be key to delivering programming with the greatest reach and intersectional considerations.

Our partner organization STEMforGIRLS provides hands-on learning and career exploration opportunities for girls and gender-diverse youth in science, technology, engineering, and math (STEM). Celebrating their 20th anniversary in 2022, this established charitable organization provides opportunities to thousands of girls in urban, rural, and remote communities, giving them valuable knowledge and experiences that shape their educational pathways and future careers.

STEMforGIRLS offers sponsors the opportunity for ongoing visibility throughout the year in addition to the Digital Waves workshop series. Digital Waves NL benefits from resources, personnel, and access to youth provided through STEMforGIRLS. There are sixteen thousand girls and gender diverse youth aged 11 to 18 in this province. We encourage you to support our combined efforts to give every student the information and confidence needed to pursue a career in STEM.

Quadrangle is the showcased partner for the upcoming iteration of Digital Waves. Quadrangle's vision is to establish Newfoundland and Labrador as an inclusive, welcoming community regardless of race, ethnicity, age, gender, religion, sexual orientation, gender identity, gender expression, disability, economic status and other diverse backgrounds. Quadrangle was selected as a partner to bring further visibility to 2SLGBTQIA+ professionals within the tech sector and entrepreneurs.

Every byte helps.

Email **info@digitalwavesnl.ca** to Sponsor