

LEADERSHIP. INCLUSION. INNOVATION.



SPONSORSHIP OPPORTUNITIES

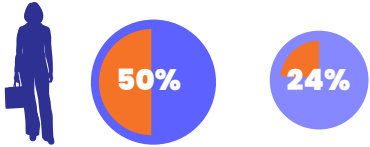


The Cyber Guild



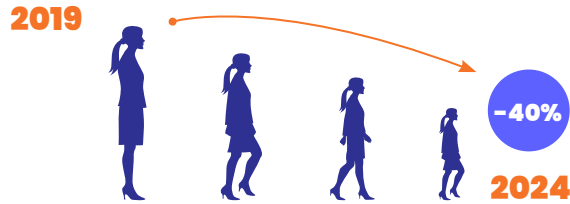
DID YOU KNOW?

Women are an est. **50% of the working-age population**

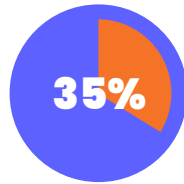


and only **24%** of cybersecurity workforce

40% of female cybersecurity workers have **left cybersecurity** since 2019

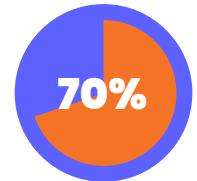


Women expected to be **35% of the cybersecurity workforce by 2031**



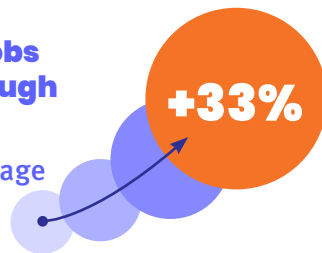
(Up from just 10% in 2013)

Neurodiverse individuals represent an est. 33% of the working population but **face unemployment rates reaching 70%**.

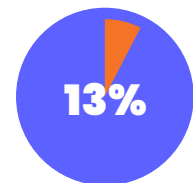


US-based Cybersecurity **jobs will increase 33% through to 2030**

(Much faster than the average for all occupations.)



Underrepresentation of women and minorities extends to leadership position as only **13% global management or executive-level positions**



Global Gender pay gap in cybersecurity - women earn less than three quarters (72%) than that of their male counterparts – with up to 3 years experience **women earn est \$19,950 less than male colleagues**

Men

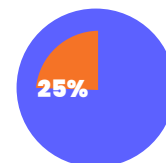


Women

-\$19,950K



and only 25% of women in tech express confidence in being promoted



Be a part of the UWIC experience to be a part of positive change!



UWIC 23 BY THE NUMBERS

73% Women

73% of attendees identified as women, 23% as men, and 4% preferred to keep their identities private.

38% Cyber Newbies

38% of attendees have been in a cyber-related career role <5 years, 28% from 5-15 years, and 19% over 15 years.

38% Ethnic Minorities

16% of attendees identified as Black/African American, 11% as Asian/Pacific Islander, 5% as Hispanic/Latino, 1% as Native/Alaskan American, and 5% as an unlisted race/ethnicity.

14% Career Changers

14% of attendees indicated that they were students or career changers interested in a future career in cybersecurity.

12% Veterans

12% of attendees identified as Veterans.



UWIC 23 BY THE WORDS

Inclusive Community

"UWIC is **all about the community!** The people are what has made it a **must** on my annual conference calendar..." - Grace Czechowski Llojaj, Piper Companies

Educational Panels

"The panel discussions were **illuminating**, and all of the speakers were fantastic. Loved the discussion topics!" - Kendra Bruce, Program Management

Infectious Energy

The one thing I loved most about this experience was..."The **energy and enthusiasm**. It was amazing, and I want to participate in future events like this. It was **inspiring**." - Anonymous

Women's Empowerment

"It's **empowering** when women speak up and share how their passion and purpose paved the way to where they are..." - Dr. Eylia Gaitan, Booz Allen

Valuable Connections

"Conferences can be intimidating, but my favorite part was that I felt everyone at UWIC was **eager to meet new people** and connect." - Lindsey Rose, Vercara

Thank you to our sponsors and participants who helped make UWIC 2023 a welcoming inclusive event. Together we can make cybersecurity a part of everyday living.

Sustaining Benefactors



UNITING WOMEN IN CYBER - SPONSORSHIP OPPORTUNITIES



	SPONSOR			SUPPORTER			
ADVOCATE 5 avail. \$10,000	Lunch 1 avail. \$7,000	Breakfast 1 avail. \$5,000	After Party 2 avail. \$5,000	Lanyard 1 avail. \$3,500	Snacks 3 avail. \$2,500	Table (unlimited) \$2,500	Individual (unlimited) \$300

THOUGHT LEADERSHIP OPPORTUNITIES

Opportunity to speak, MC or brand a session	•							
VLOG feature as an advocate for UWIC mission	•							

BRAND PRESENCE AND RECOGNITION

Logo displayed in all marketing promotions	Features Prominently	•	•	•	•	•	•	
Logo and URL on sponsorship page of event registration portal	•	•	•	•	•	•	•	
Logo displayed on the photo-wall, day-of event	Features Prominently	•	•	•	•	•	•	
Meet and greet space for pop up banner	•	•	•	•				
Provide quality swag	x2	x1	x1	x1				
“Thank You” call out at event	•	•	•	•				
Pre/post-promo’s “why we’re sponsoring” statement	•							

SUSTAINABLE NETWORK

Complimentary Ticket	x4	x2	x2	x2	x1	x1	x1	x1
Tax deductible sponsorship	•	•	•	•	•	•	•	•
Ticket to VIP Cyber Guild Recognition Awards	x3	x2	x2	x2	x1	x1	x1	x1
Feature feature live URL in CyberMatters careers section	x12	x6	x6	x6				
Branded Factoid Friday feature	x4	x4	x2	x2				
Opportunity to contribute blogs in CyberMatters	x6	x3	x3	x3				
Cyber Guild See It to Be It Spotlight feature	x2	x2	x1	x1				
Discounted Tickets	10%							
Branded sign with QR code on attendee table	•							

DON'T SEE WHAT YOU ARE LOOKING FOR?

Contact: Dsallis@thecyberguild.org for custom packages and multi-purchase discounts.



TheCyberGuild

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For more information, please contact Debbie Sallis at:

DSALLIS@THECYBERGUILD.ORG

