

**WHY PARTNER WITH
WITCH**

WWW.WITCH.ONLINE



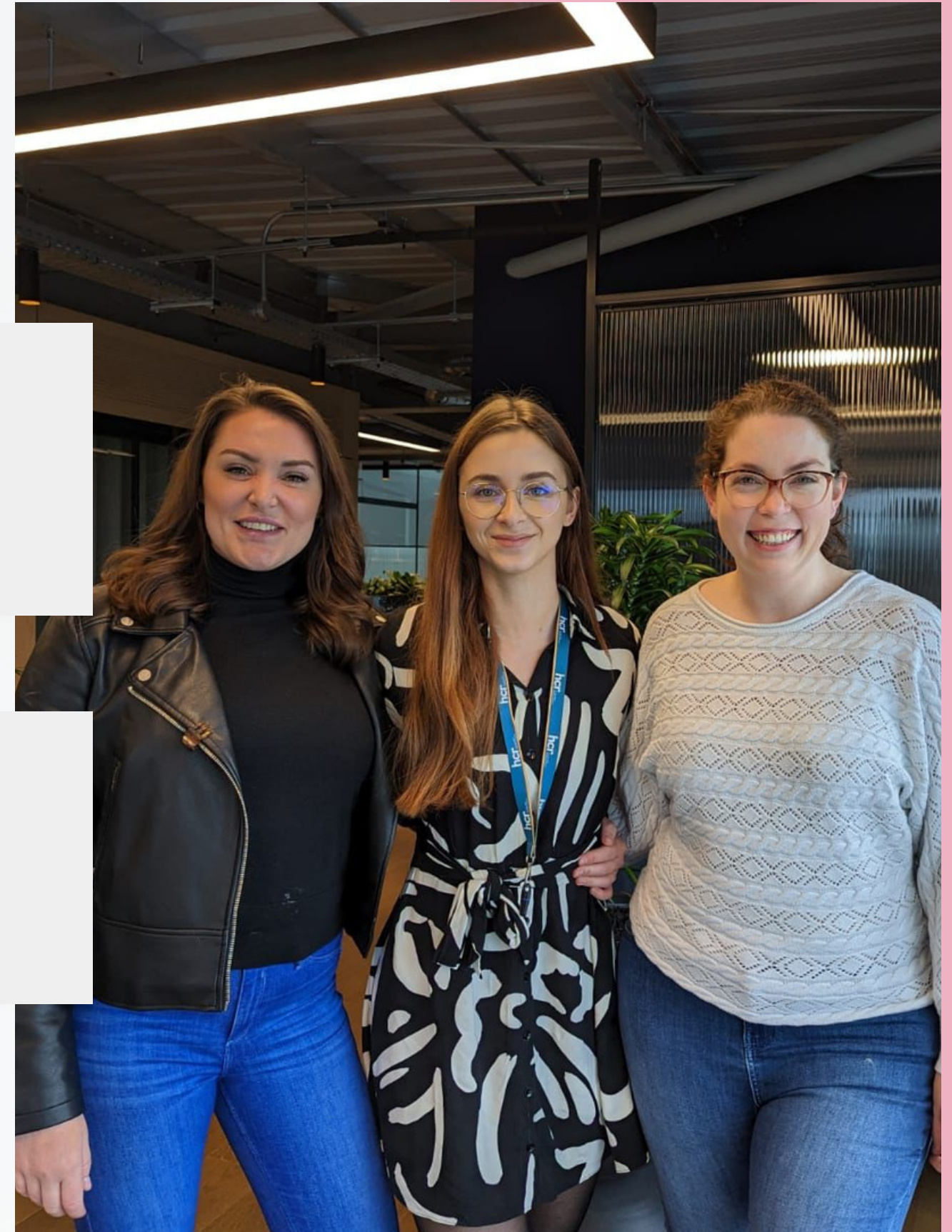
ABOUT US



WiTCH is a not-for-profit community founded in October 2022 whose mission is to revolutionise technology and cyber security by championing the empowerment of women through upskilling and reskilling initiatives.



We provide unwavering support and resources with the aim to catalyse transformative change and foster diversity to create a more inclusive and innovative future.



OUR 12 MONTH GOALS

Launch Programs

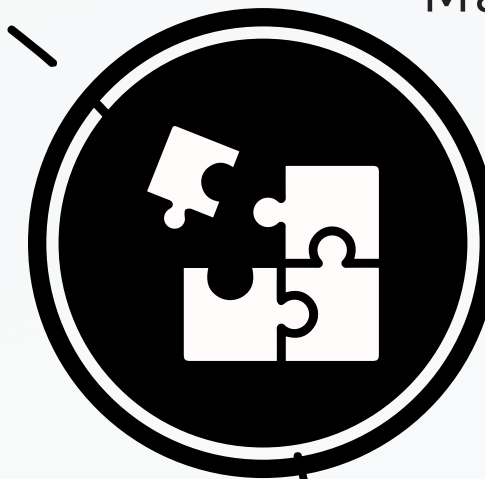
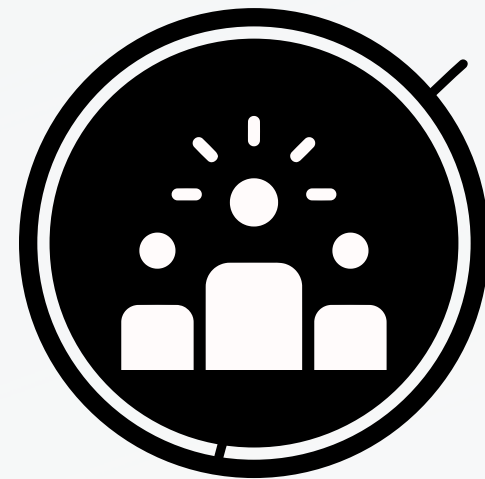
Launch specialised programs and mentorship for those who are neurodivergent, female founders and victims of domestic violence.

Deliver Content

Significantly increase our content in order to provide more support for more people, including webinars, podcasts and training.

Expand

We are looking to expand into 3 more cities in the UK in the next year so that we are better able to support women as a whole with new hubs scheduled for Birmingham, Manchester, and more.



OUR OBJECTIVES

01

02

03

04

MENTOR

To make mentorship available for all women in tech and cyber security without barriers or cost.

CONNECT

Create a network of women who can share, inspire and empower other women in industry.

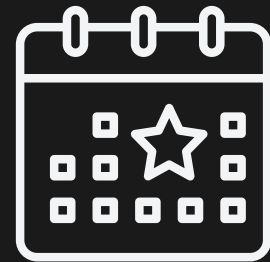
SUPPORT

Provide content and resources to help women excel no matter what level they are.

RESKILL

Provide women the opportunity and environment to successfully reskill in tech and cyber to start reducing the skills gap.

OUR REACH IS GROWING



EVENTS

Since we were established we have had over 400 attendees for our events. With June and July's event selling out.

Our first headline event in March 2023 for International Womens day had just over 100 women and we are fully expecting at least double that for 2024 in Cheltenham alone.



SOCIAL MEDIA

We currently expanding our reach on social media.

On LinkedIn we have a private group for our members with 190 member and our business page has 660 followers and growing fast.

We will be expanding our newsletter to LinkedIn as well.



CONTENT

In July we launched two new platforms, including our new WiTCH To Watch Vlog and our newsletter which already has over 50 subscribers.

In the next 12 months we plan on introducing webinars and a podcast which will create additional opportunities for our advertisement.

PARTNERSHIP OPPORTUNITIES

ADVOCATE

£100 per month or
£1,000 per annum

- Logo on Website.
- Logo on thank you slide at headline events.
- Thank you article in the newsletter on your first month.
- Annual partners will be provided a panel slot at one of our monthly events.

ALLY

£250 per month or
£2,500 per annum

Everything in Advocate Tier plus:

- Allyship Certificate
- Company Profile on WiTCH Website.
- Simplified quarterly WiTCH Report.
- Allyship Announcement on all social media platforms.

CHAMPION

£750 per month or
£7,500 per annum

Everything in Ally Tier plus:

- Enhanced quarterly WiTCH report.
- 3 Tickets for Headline Events.
- Logo on thank you slide/banner for all events.
- Company highlight blog/social media post.

PARTNER

£1,500 per month or
£15,000 per annum

Everything in Champion Tier plus:

- Podcast advertisement per episode
- 1 podcast speaking slot per year of support.
- Internal training event.
- Logo on Newsletter

*Prices are exclusive of VAT

UNIQUE PARTNERSHIP OPPORTUNITIES

MONTHLY EVENT

£250 per event

or hosting and food provided

- Logo on website under previous event sponsors.
- Logo on event sign up page.
- At least 3 social media post with tags and links..
- Banner and marketing materials at event.

HEADLINE EVENT

£750 per headline event

Five opportunities per headline event:

- Logo on event page.
- Logo on event banner.
- Stand at the event.
- 5 Reserved Tickets for the events
- Logo on all event marketing as well as individual social media post.

MENTORSHIP PARTNER

£5,000 per annum

- Logo on Mentorship Corner in Newsletter.
- Logo included in all social media for mentorship platform.
- Thank you on mentorship page on the website and link to company page.
- Unique blog opportunities.

BESPOKE

Prices will vary

We understand that businesses need flexibility. We are happy to work one-on-one to create a partnership perfect for your company no matter what your budget.

*Prices are exclusive of VAT

How does partnership help you?

This isn't just how can you help us but what you will get in return for supporting WiTCH.

Other than the benefits listed as part of the package as well as publicity and content, partnering with us also helps you by:

Corporate Social Responsibility Done Right

Let your company culture shine. Show your commitment to a diverse and equitable workplace both internally and externally. A study by McKinsey shows diverse companies are 35% more profitable.

Increase Your Diversity


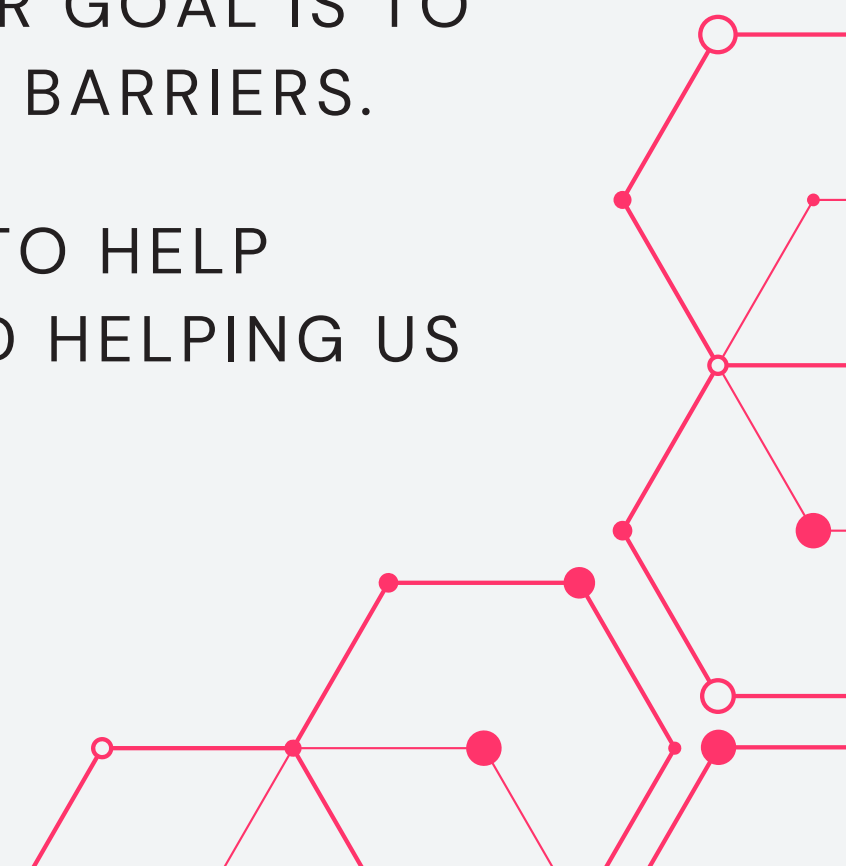
Partnering with us give you access to a unique network and pipeline of talent in tech and cyber security. According to Glassdoor 76% of job seekers are looking at diversity when making a final decision on an offer.

Making New Connection

Our platform and events are great ways to make new connections and drive innovation with companies and individuals which share similar cultural values. As our members are from across industry and all levels of the business, it can give you and your company unique insight across sector.



WHERE WILL YOUR MONEY GO?

- 
- 01** THE MENTORSHIP PLATFORM – HELP US SUPPORT YOUR STAFF. PUSHFAR MAKES MENTORSHIP EASY, AT A COST
 - 02** WITCH WEBSITE – CURRENTLY JUST RUNNING COSTS WITH THE GOAL TO IMPROVE IT IN ORDER TO MAKE A REAL COMMUNITY HUB, MAKING IT EASIER FOR YOU TO CONNECT WITH OUR MEMBERS.
 - 03** OUR EVENTS – EACH EVENT COSTS AROUND £250 TO PUT ON, OUR GOAL IS TO KEEP THESE FREE FOR OUR MEMBERS TO BREAK DOWN FINANCIAL BARRIERS.
 - 04** STAFF– OUR GOAL IS TO HIRE A MARKETING MANAGER IN ORDER TO HELP PRODUCE MORE CONSISTENT CONTENT ADDING MORE VALUE AND HELPING US GROW, MEANING YOU REACH EVEN MORE PEOPLE.
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MEET OUR TEAM



Illyana Mullins

Founder

Named one to watch in the Most Inspiring Women in Cyber Awards for 2022 Illyana has a passion for innovation, community, and EDI and is a champion for Neurodiversity. Her goal is to help change the culture of cyber security and technology. She also runs BSides Cheltenham, the largest cyber security conferences in the South West.



Camille Mallon

Founder

Camille is a Cyber Content Manager for Immersive Labs where she puts people and community at the heart cyber security. Her extensive operations background and dedication to the tech industry are helping WiTCH grow and thrive through collaboration, organisation and partnerships.



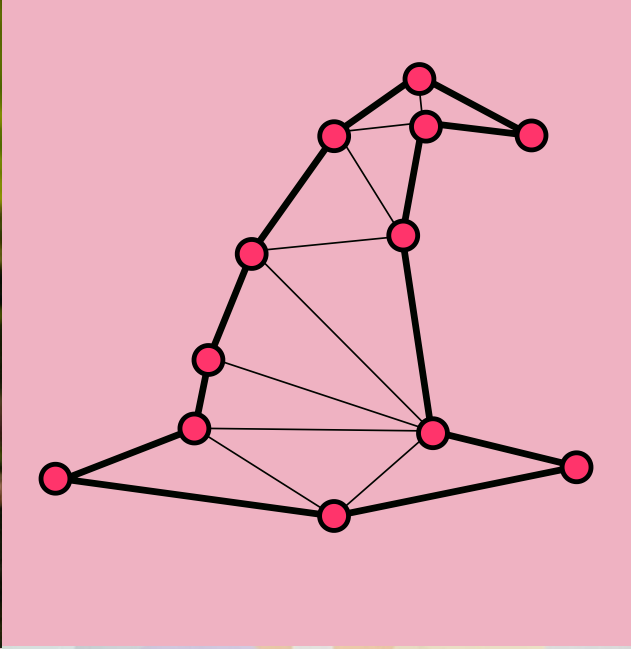
Jessica Mant

Committee Volunteer

Jess is looking to help bridge the legal and technology sectors while supporting the women in both. She is a valuable member of the team working on outreach and marketing. She is helping to shape the future of both industries and create a more inclusive and equitable environment for all.

THANK YOU FOR YOUR SUPPORT

We appreciate you taking time to understand our mission. We truly believe that diversity and inclusivity are crucial to the success of the tech industry. By partnering with WiTCH you will be joining us on our mission to support, empower and advance women in tech.



-  @WITCHESTALKTECH
-  /WITCHONLINE
-  @WITCHESTALKTECH
-  ILLYANA@WITCH.ONLINE
-  WWW.WITCH.ONLINE

