

TAP Network's Equity, Diversity, Inclusion and Belonging Tech Project: Sponsorship Opportunities

With government and industry funding, the Equity, Diversity, Inclusion and Belonging (EDIB) Tech Project implemented several pilot programs, tools and resources to increase the attraction, retention and advancement of women, Indigenous peoples, people of colour, people with disabilities, newcomers to Canada, and individuals who identify as 2SLGBTQQA+, in addition to all underrepresented groups, in skilled occupations in our technology sector.

We are seeking sponsorship to enable TAP Network to sustain and build on this momentum nationally, by continuing to provide and improve these equity, diversity, and inclusion programs, tools, and resources. The following sponsorship opportunities are available.

Diversity in Tech Dashboard

1. Diversity in Tech Dashboard – Exclusive Sponsor Opportunity: \$30,000 (PLATINUM LEVEL)

TAP Network's [2022 Diversity in Tech Dashboard](#) is our first national benchmark report on the representation of equity-deserving groups in Canada's tech sector.

Sponsorship funds will enable us to produce a 2023 Diversity in Tech Dashboard, promote measurement, and continue to expand our dataset nationally to report on the diversity in the tech sector throughout Canada. This funding will enable us to:

- Produce and share Diversity in Tech benchmarking dashboard reports for Canada's tech sector
- Drive awareness campaigns highlighting the value in measuring diversity and the tools available to support measurement as well as encouraging participation within the sector
- Generate press releases to amplify the initiative and promote change

Sponsor Recognition Benefits (Platinum Level):

- Logo placement on the Diversity in Tech Dashboard report
- Logo on TAP Network's website home page (the website had 23,000+ visitors last year)
- Logo on weekly association newsletter (distribution of over 900 professionals; average open rate >40%)
- Recognition at association learning events (sponsor logo)
- Social media recognition (1 mention per month)
- Logo placement on Diversity Dashboard web page and on the EDIB Resource Hub website
- Opportunity to be quoted in Dashboard press release
- Complimentary tickets for paid TAP Network association events (2 attendees, 3 events, outside of conference)

- Speaking opportunities at events/meetings (e.g., information spotlight, panel speaker, SIG guest speaker). This includes signage (virtual or physical) and opportunity to share materials (2 events)
- Product/service information shared on website (e.g., grant programs, employment lawyer contacts)
- Sponsor spotlight emailed to all association members
- Ability to post EDIB news items/events in TAP Network newsletters (max of 1 item per month)
- Post events on TAP Network's Calendar of Events web page
- Marketplace listing (opportunity to market exclusive TAP Network member discounts on relevant products/services)

Equity, Diversity, Inclusion and Belonging Resource Hub and Awareness Campaigns (multiple sponsorship levels available)

TAP Network's [Equity, Diversity, Inclusion and Belonging Resource Hub](#) (EDIB Resource Hub) is a free online resource that provides access to 400+ best-in-class diversity, equity and inclusion resources and tools. The EDIB Resource Hub, with over 5,300 users visiting the site in 2022, provides industry leaders and change makers with access to practical resources they can use to support underrepresented groups in the workplace, integrate EDIB practices into each part of the employee life cycle, and embed EDIB into company culture.

We are seeking sponsorship to expand our EDIB Resource Hub and maintain sector engagement and learning. This funding will enable us to:

- Develop the website further, based on usage, feedback and availability of new resources
- Research and carefully curate additional content and resources geared towards employers and People and Culture teams
- Drive community and tech industry engagement in diversity and inclusion initiatives and events
- Expand the reach and use of the EDIB Resource Hub through analytics, SEO, brand strategy and targeted promotional campaigns
- Provide newsletters to EDIB Coalition members to update them on recent advancements and upcoming events
- Conduct social media campaigns to increase awareness and attraction to our programs and resources

Through awareness campaigns, we can continue to spread the word of TAP Network's *Equity, Diversity, Inclusion and Belonging Tech Project* throughout Canada. The impact of our programs and resources heavily relies on informing the public and getting organizations involved.

2. EDIB Resource Hub Sponsorship Opportunity: \$20,000 (GOLD LEVEL)

EDIB Resource Hub Sponsor Recognition Benefits (Gold Level):

- Logo placement on the EDIB Resource Hub website
- Logo on TAP Network's website home page (the website had 23,000+ visitors last year)
- Logo on association's EDIB News industry and Coalition mail-outs
- Recognition at all EDIB Tech Project industry learning events and training programs (sponsor logo)
- Social media recognition (1 mention per month)
- Opportunity to speak at EDIB industry event (2 minutes of podium time to touch on relevant organizational contribution to the diversity, equity, and inclusion space) and share materials
- EDIB Gold Sponsor spotlight emailed to EDIB News mail-out distribution

3. EDIB Resource Hub Sponsorship Opportunity: \$10,000 (SILVER LEVEL)

EDIB Resource Hub Sponsor Recognition Benefits (Silver Level):

- Logo placement on the EDIB Resource Hub website
- Logo on TAP Network's website home page (the website had 23,000+ visitors last year)
- Logo on association's EDIB News industry and Coalition mail-outs
- Recognition at all EDIB Tech Project industry learning events and training programs (sponsor logo)
- Social media recognition (6 mentions per year)

4. EDIB Resource Hub Sponsorship Opportunity: \$5,000 (BRONZE LEVEL)

EDIB Resource Hub Sponsor Recognition Benefits (Bronze Level):

- Logo placement on the EDIB Resource Hub website
- Logo on TAP Network's website home page (the website had 23,000+ visitors last year)
- Logo on association's EDIB News industry and Coalition mail-outs
- Recognition at all EDIB Tech Project industry learning events and training programs (sponsor logo)

5. EDIB Resource Hub Sponsorship Opportunity: \$2,500 (COMMUNITY COLLABORATOR)

EDIB Resource Hub Sponsor Recognition Benefits (Community Collaborator Level):

- Logo placement on the EDIB Resource Hub website
- Recognition at all EDIB Tech Project industry learning events and training programs (sponsor logo)

We are open to discussing other forms of appreciation and recognition. Our hope is to grow this best-in-class Equity, Diversity, Inclusion and Belonging Resource Hub, increase awareness and create more opportunity to elevate policies

and practices in the Technology sector and increase HR, People and Culture and C-suite's ability to activate positive change.

Donations are also very welcome if sponsorship recognition is not of interest.

To discuss sponsorship opportunities, please reach out to Kathy Gibson, EDIB Tech Project Senior Consultant and Project Manager, at kathy@tapnetwork.ca.

About TAP Network

TAP Network is a non-profit association for People and Culture professionals in Canada's tech sector, providing members with access to tech sector data, industry experts and an inclusive peer community to drive innovation, collaboration and results. The association's 900+ members lead and influence the People and Culture practices at 250 tech companies spanning numerous subsectors, including ICT, VFX and animation, interactive and digital entertainment, cleantech, AI, life sciences and more.