

TAP Network's Diversity, Equity & Inclusion Tech Project: Sustaining Momentum Sponsorship Opportunities

Background

With government and industry funding, the Diversity, Equity & Inclusion Tech Project has 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 2SLGBTQIA+, in addition to all underrepresented groups, in skilled occupations in B.C.'s technology sector.

We are seeking sponsorship that will 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 "Sustaining Momentum" sponsorship opportunities are available for early adoption sponsors.

Sustaining Momentum – Diversity in Tech Dashboard

1. Diversity in Tech Dashboard – *Exclusive* Platinum Sponsor Opportunity:

TAP Network's [Diversity in Tech Dashboard](#) provides a benchmark report on the representation of equity-deserving groups the tech sector. The 2021 report includes valuable statistics and insights on the diversity of B.C.'s tech industry.

We are seeking sponsorship so that we can continue to produce an annual Diversity in Tech Dashboard, promote measurement, and 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

Exclusive Diversity Dashboard Sponsorship Ask (PLATINUM LEVEL): \$30,000

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 17,000+ visitors last year)
- Logo on weekly association newsletter (distribution of over 700 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 DE&I Resource HUB website
- Opportunity to be quoted in Dashboard press release
- Complimentary tickets for paid TAP Network association events (2 attendees, 3 events)
- 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, employer lawyer contacts)
- Sponsor spotlight emailed to all association members
- Ability to post DE&I news items/events in TAP Network newsletters (max of 1 item per month)
- Post events on TAP Network's Calendar of Events web page

Sustaining Momentum – Diversity, Equity & Inclusion Resource HUB and Awareness Campaigns

TAP Network's [Diversity, Equity & Inclusion Resource HUB](#) (DE&I Resource HUB) is a free online resource that provides access to 400+ best-in-class diversity, equity and inclusion resources and tools. The DE&I Resource HUB, with over 4,400+ users visiting the site in 2021, provides industry leaders and change makers with access to practical resources they can use to support underrepresented groups in the workplace, integrate DE&I practices into each part of the employee life cycle, and embed DE&I into company culture.

We are seeking sponsorship to expand our DE&I 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 HR teams
- Drive community and tech industry engagement in diversity and inclusion initiatives and events
- Expand the reach and use of the DE&I Resource HUB through analytics, SEO, brand strategy and targeted promotional campaigns

- Provide newsletters to DE&I 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 Diversity, Equity, and Inclusion Tech Project throughout Canada. The impact of our programs and resources heavily relies on informing the public and getting organizations involved.

2. The DE&I Resource HUB – Gold Sponsor Opportunity:

DE&I Resource HUB Sponsorship Ask (GOLD LEVEL): \$20,000

DE&I Resource HUB Sponsor Recognition Benefits (Gold Level):

- Logo placement on the DE&I Resource HUB website
- Logo on TAP Network's website home page (the website had 17,000+ visitors last year)
- Logo placement on TAP Network's DE&I Tech Project webpage
- Logo on association's DE&I News industry and Coalition mail-outs
- Recognition at all DE&I HUB industry learning events and training programs (sponsor logo)
- Social media recognition (1 mention per month)
- Opportunity to speak at DE&I industry event (2 minutes of podium time to touch on relevant organizational contribution to the diversity, equity, and inclusion space) and share materials
- DE&I Gold Sponsor spotlight emailed to DE&I News mail-out distribution

3. The DE&I Resource HUB – Silver Sponsorship Opportunity:

DE&I Resource HUB Sponsorship Ask (SILVER LEVEL): \$10,000

DE&I Resource HUB Sponsor Recognition Benefits (Silver Level):

- Logo placement on the DE&I Resource HUB website
- Logo on TAP Network's website home page (the website had 17,000+ visitors last year)
- Logo placement on TAP Network's DE&I Tech Project webpage
- Logo on association's DE&I News industry and Coalition mail-outs
- Recognition at all DE&I HUB industry learning events and training programs (sponsor logo)
- Social media recognition (6 mentions per year)

4. The DE&I Resource HUB – Bronze Sponsorship Opportunity:

DE&I Resource HUB Sponsorship Ask (BRONZE LEVEL): \$5,000

DE&I Resource HUB Sponsor Recognition Benefits (Bronze Level):

- Logo placement on the DE&I Resource HUB website
- Logo on TAP Network’s website home page (the website had 17,000+ visitors last year)
- Logo placement on TAP Network’s DE&I Tech Project webpage
- Logo on association’s DE&I News industry and Coalition mail-outs
- Recognition at all DE&I HUB industry learning events and training programs (sponsor logo)

5. The DE&I Resource HUB - Community Collaborator

DE&I Resource HUB Sponsorship Ask (COMMUNITY COLLABORATOR LEVEL): \$2,500

DE&I Resource HUB Sponsor Recognition Benefits (Community Collaborator Level):

- Logo placement on the DE&I Resource HUB website
- Logo placement on TAP Network’s DE&I Tech Project webpage
- Recognition at all DE&I HUB 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 Diversity, Equity, and Inclusion Resource HUB, increase awareness and create more opportunity to elevate policies and practices in the Technology sector and increase HR and C-suite’s ability to activate positive change.

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

About TAP Network

TAP Network is a non-profit association of Human Resources, People and Culture professionals employed in Canada’s tech sector. We produce Western Canada’s leading Tech Salary Survey and provides thought leadership, training, collaboration channels, Diversity, Equity and Inclusion resources and tech sector data to keep members up to speed on Canadian business practices in tech. Our 700+ members lead and influence the HR, People and Culture practices at over 200 mid to large sized Canadian tech companies in all tech sectors, including ICT, VFX and Animation, Digital Media, and Gaming, Cleantech, AI, Life Sciences and more.