



City Hall Cork
30th & 31st January 2020

.....
RDS Dublin
3rd & 4th February 2020

.....
7,000 Girls, 1 Dream

**CHOICES
CHANCES
CHANGES**
anything is possible...



The Story of I Wish:

In 2014, over a cup of coffee, 3 women joined forces to improve the pool of STEM talent in Ireland.

“We knew that part of the problem was the lack of female engagement in STEM and we had ambitious plans to change that.”

Since the first showcase event in 2015 I Wish has turned the heads of 17,000 young girls towards STEM. I Wish has provided valuable connections and supports to teachers to help them showcase STEM opportunities in the classroom.

I Wish is a unique event combining talks and engagement with female role models (superstars and graduates) with interactive exhibition spaces where industry engages students directly through live experiments and demonstrations of what they actually do.

In 2020 I Wish will host 7,000 girls and hundreds of teachers over four days of showcase events in Cork and Dublin.

I Wish is a partnership of industry, local government and higher education... driven by three formidable women and hundreds of volunteers... powered by the voices of the thousands of girls that attend each year.

I Wish was conceived out of an economic case but a dream to empower the next generation of women sustains it.

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I Wish Delivers:

Choices:

- 100 speakers will share their personal life changing STEM journeys
- 75 exhibitors will showcase the myriad of opportunities in STEM

Chances:

- 7,000 students
- 300 teachers across at least 20 counties in Ireland will have the chance to explore the opportunities in STEM @ I Wish 2020

Changes:

Where students attend three or more extra-curricular STEM events 30% will take at least two STEM subjects to leaving certificate compared to 20% where they attend two or less.

I Wish delivers change by empowering & enabling the next generation of leaders and innovators and ensuring new technologies will finally reflect the diversity of all users.



Core objectives of I Wish:

- Inform subject choices in transition year
- Inspire girls to consider careers in STEM
- Empower the next generation of leaders to shape a better world

Why Sponsor:

S **Showcase** your company's products, services and skills and increase awareness of your brand

T **Transform** the future of technology by ensuring participation by the most diverse group of people

E **Engage** your staff in a worthwhile initiative

M **Meet** your future employees and shape the minds of the next generation of leaders

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85%*
of teachers said that confidence in ability to be successful in STEM was important for students choosing subjects for leaving certificate.
Attendance at I Wish builds confidence





81%*

of girls said that they would like a job where they can help other people yet they can't see how a career in STEM can facilitate that

100%*

of teachers said that they would attend I Wish again



*from I Wish 2018 Survey



Sponsorship Packages

Platinum Host

- Prime Space (3.6m x 3.6m) within a pre-designed truss structure
- Volunteer escorted student visits to facilitate direct engagement with students
- Limited speaking slots on one session at the conference on a *first come first served basis*
- Accommodates up to five employees to facilitate greatest participation

Featured as a Platinum Host on:

- I Wish website www.iwish.ie
- I Wish promotional materials
- I Wish APP with links to your website

Opportunity to distribute branded give-aways

Limited speaking slots at the Teach IT Zone - Teacher support zone on a *first come first served basis*

Cork 2 Days
€6,000 (ex VAT)

Dublin 2 Days
€6,000 (ex VAT)

Both venues
(Cork & Dublin)
10% discount
will apply



Sponsorship Packages



I WISH



DELL EMC at I Wish Cork 2019

Circle Host

- Your Circle Host Space will be 3m x 2.8m situated in a Prime Location
- Escorted volunteer visit to facilitate direct engagement with students
- Potential panel speaking slot on one session at the conference given on a *first come first served* basis
- Opportunity to distribute branded give-aways
- Accommodates up to three employees to facilitate direct engagement.

Featured as a Circle Host on:

- I Wish website www.iwish.ie
- I Wish APP with links to your website

Cork 2 Days
€3,500 (ex VAT)

Dublin 2 Days
€3,500 (ex VAT)

Both venues
(Cork & Dublin)
10% discount
will apply



Sponsorship Packages



Connector Host

- **Premium Connector** Space is 4m x 1m (Situated in a prime location) or the **Standard Connector** Space is 2m x 1m
- Table cloth and exhibition board are included in this stand
- Opportunity to brand your stand with flyers, brochures, give-aways, pop up banners etc
- Featured as a Connector Host on www.iwish.ie
- Students will have free time to visit connector stands throughout the day
- Opportunity to show why your company or educational institute is an important part of the STEM ecosystem
- Featured on I Wish APP with links to your website

Premium Connector

Dublin 2 Days
€2,000 (ex VAT)

Standard Connector **Cork 2 Days**

€1,250 (ex VAT)

Dublin 2 Days
€1,250 (ex VAT)

Both venues (Cork & Dublin)
10% discount will apply

Sponsorship Packages



BUILD IT Zone: Inspire the next generation of entrepreneurs to create their own path @the Build IT Zone.

- Female entrepreneurs operating within the STEM fields engage with the students promoting entrepreneurship as a career choice in itself
- Featured as a host on the I Wish APP with links to your own website, also featured on the I Wish website www.iwish.ie
- Part of the escorted pre-scheduled visits
- Speaking slot on one panel session at the conference
- Opportunity to take a leadership role in demonstrating the opportunities in STEM beyond traditional industry

Cork or Dublin - 2 Days
€6,000 (ex VAT)

*Both venues
(Cork & Dublin)
**10% discount
will apply***

Create IT Zone: Showcase the creative side of STEM through music, film, gaming and design.

- Opportunity for one or several Partners to showcase the creative pathway in STEM

The Create IT Zone will showcase:

- Boutique companies transforming the way we communicate
- How art connects with technology and science to shape a better world

Create IT is the zone where we can really showcase how technology is shaping the world the girls live in - the music they listen to, the films they watch, the games they play, the messages they send and the designs they love

Create IT Zone

Dublin - 2 Days
€5,000 (ex VAT)

Teach IT Zone: 74% of Teachers agreed that additional training in STEM careers would be beneficial. The Teach IT Zone presents an opportunity to support Teachers as they explore the opportunities in STEM and how best to:

- Address unconscious bias
- Build Student Confidence
- Encourage young girls to consider STEM

The Teach IT Zone is a revolutionary space supported by industry, presenting opportunities to engage with the real influencers shaping the minds of the next generation

Cork or Dublin - 2 Days
€5,000 (ex VAT)

*Both venues
(Cork & Dublin)
**10% discount
will apply***



Media Reach 2019



100+ pieces of coverage
including print, online, radio and TV
with an audience of **12.5million**
seeing the coverage.

This campaign netted a total of
**58 minutes of radio &
23 minutes of TV broadcast**
with prime time and news
programming featuring strongly.



Instagram & Facebook traffic also achieved
significant online visibility on those channels
with **4.5 million exposed daily**
to **#IWish19** and **#ifnotyouthenwho** on Twitter on
average over 4 days. **Almost 16 million**
by the end of the campaign.



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What you have said about previous I Wish events:

"I Wish has and continues to be an eye opener in terms of what is possible and achievable with self belief" Secondary School Teacher

"I Wish is a fantastic way to showcase the exciting careers that exist in STEM related industries today, and give young female students exposure to really inspiring role models" Marie Moynihan - Dell EMC

"I Wish shows you that no matter what path you choose in life, you can change direction whenever you like" Joanne O Flynn - Johnson Controls





I Wish 2020

7,000 Girls

1 Dream

**Empower the next generation of
girls to shape a better world**

#IfNotYouThenWho?



I WISH : t: 087 172 2555 : e: info@iwish.ie

Contact us for other opportunities to sponsor I Wish