

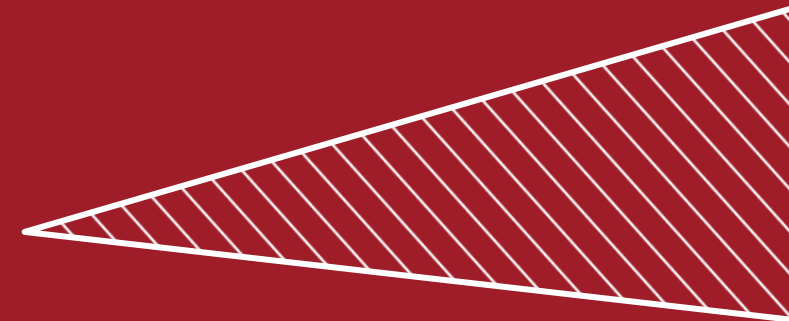
The logo features the words "I WISH" in a white, bold, sans-serif font. The letters are centered within a large, horizontally-oriented oval. The left side of the oval is a vibrant red, while the right side is a deep blue. The background of the entire image is dark blue, filled with intricate, glowing white and yellow lines that swirl and intersect, creating a sense of motion and energy. In the top-left and bottom-right corners, there are white, stylized line patterns that resemble architectural or structural elements. The overall aesthetic is modern and high-tech.

I WISH

VIRTUAL 2021

“The impact the conference has on the thousands of transition years girls who attend each year is immense.”

Oonagh Reid, Associate Director Arup



I Wish

2021

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The 2021 I Wish Digital Showcase will enable the next generation of young women explore their full potential and take their place in our digital future.

At I Wish we like many others have refused to allow the pandemic limit our vision of a better world through STEM or cause us to lower our expectations or demands for change.

Education has changed dramatically over the past few months. The acceleration of the integration of technology in education is a game changer *“Technology becomes valuable when the people using it are well trained, well equipped, confident and imaginative”* Lord David Putnam

In Participating in the I Wish Digital Showcase you can play a valuable role in showcasing the power of Science and Technology to a generation that is hungry for change, a generation that have demonstrated their appetite to be part of the infrastructure of transformation.

I Wish Delivers

Choices

Speakers will share their personal life changing STEM journeys.
Industry partners will showcase the myriad of opportunities in
STEM

Chances

Reach 10,000 Students across Ireland

Reach Primary School Students

For the first time we have potential to reach international schools who will be invited to participate in an exciting new initiative supporting the global ambition of I Wish

Changes

Where students attend **3** or more extra-curricular STEM events
30% will take at least 2 STEM subjects to Leaving Cert
compared to 20% where they attend **2** or less.

Choices, Chances, Changes,

Why I Wish is important to girls

Key STATS *I Wish 2020 Survey

85% of girls said they would like to know more about STEM

85% of girls said that I Wish was an important source of information about careers in STEM

83% of girls said role models are very important in STEM

86% of girls agreed that STEM is a growing area of opportunity

85% of teachers said that girls confidence in ability when choosing Leaving Certificate subjects is very important

75% of teachers said they were better able to advise their students on STEM and STEM careers following I Wish

95% of teachers said their students did benefit from attending I Wish

80% of teachers said that they found hearing from industry partners beneficial

I Wish 2021

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Why Sponsor:

Showcase your company's commitment to diversity and inclusion and improve the talent pipeline

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

Help shape the minds of the next generation of leaders

#BeTheChange



I Wish 2021 Digital Showcase

At I Wish 2021 we will run a live in-studio event with a virtual audience. Dynamic and engaging interviews, fast paced demos, and day in the life videos will be beamed live to our online audience in schools right across the country and the world! We are working with the best creatives in the country to deliver the I Wish magic online. Inspiring the next generation has always been our Northern Star. In our virtual world this must shine brighter than ever before



The background is a solid red color with a pattern of thin, white diagonal lines. In the top-left corner, there is a white-outlined triangle pointing downwards and to the right. In the bottom-right corner, there is a white-outlined triangle pointing upwards and to the left. A horizontal dotted line is positioned below the central text box.

SPONSORSHIP OPPORTUNITIES

I Wish Overview

Sponsorship Opportunity	Cost
Brand Visibility – Key Partner	€5000
Speaker – Keynote Speaker	€2000
Speaker – Panel	€1000
Video – Day in the Life / Showcase your company	€2500
Live Demo	€3500
Event Support – App Sponsor	€3000
Session Podcasts	€2000
Branding Ads	€750



**I Wish
Partner**

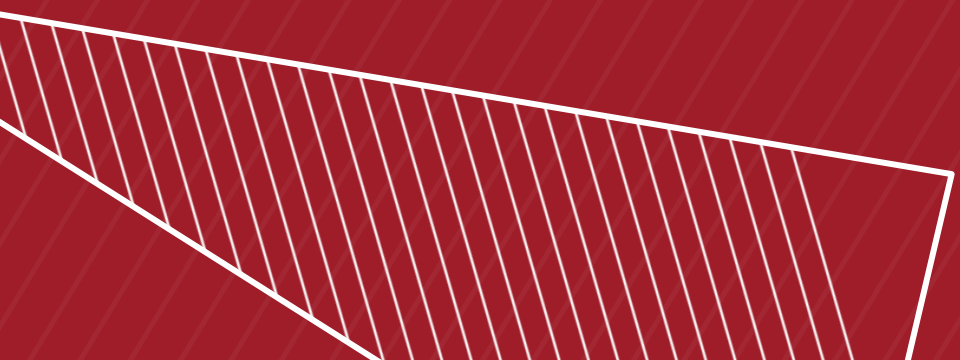
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I Wish Partner



At I Wish we love our partners. They are the companies and individuals who get our vision and want to be part of the story to support girls.

Our Partner Sponsorship Package can be **either** :

- (i) A customised package to deliver exceptional value and visibility before and during the event **or**
 - (ii) A I Wish Video Wrap Partner – A partner could alternatively choose to sponsor the role out of the entire I Wish day in a video wrap made available to all school's post event.
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Opportunity:
I Wish Partner
Price: €5,000

Speakers

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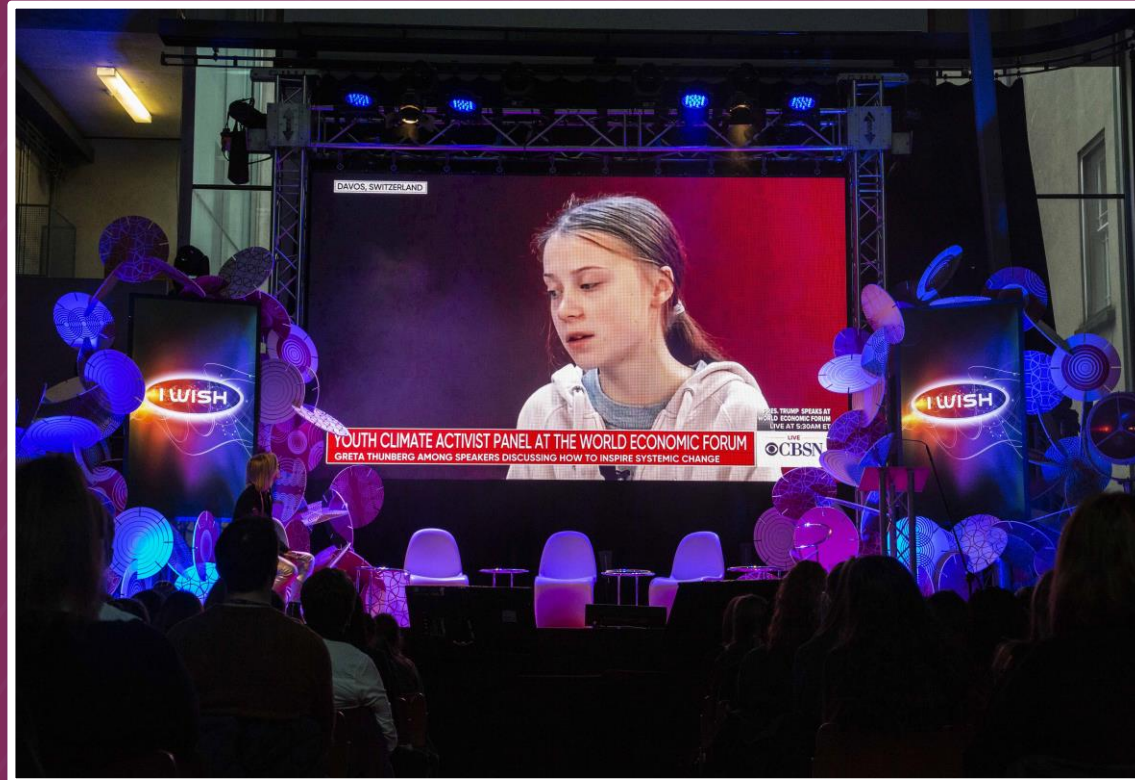


Speaker Slots

This is a unique opportunity for a sponsor to influence the next generation.

By taking a speaker slot you will be making a significant contribution to the programme content and dialogue of the showcase.

Aside from airtime at the live event, the speaker will be featured in the APP, promoted on the website, video and social media channels.



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Opportunity:
Keynote Speaker
Price: €2,000
Airtime: 7 mins
Panel Speaker
Price: €1,000
Airtime: TBC
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Video Content

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Video: A Day In The Life

The 'A Day In The Life' video provides a fantastic opportunity for a sponsor to highlight the career opportunities they can offer, and to make clear connections for students between their choice of STEM subjects, and how they bring them closer to real world careers.

Opportunity:
A Day In The Life Video
Price: €3,500
Airtime: 3 mins



Live Demo

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Live Demo

Live demonstrations of what companies do has always formed a key part of the unique impact delivered by I Wish.

Our students want to see your business in action, what it is you actually do.

This is a unique opportunity for your company to create a personal experience leading to a deeper connection with your business, your people and your product.

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Opportunity:
Live Demo
Price: €3,500
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Event Support

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App

The I Wish App is a vital part of event support, and create's longevity in the lifespan of the I Wish live event, through:

- Registration & event info pre-event
- Push notification before, during and after the virtual event
Audience participation during the live event
- Survey thousands of girls
- Follow up post event

A photograph of a man with a beard, wearing a blue t-shirt and a purple lanyard, standing at a booth and talking to a woman with long dark hair. The booth has various materials on a table, including brochures and a laptop. The background is slightly blurred, showing other people and event structures.

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**Opportunity:
I Wish App**
Price: €3,000
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Digital Engagement

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Social Media Campaign

This is an opportunity for a sponsor to support a student targeted social media campaign across multiple platforms, inviting participants to create shareable content inspired by the theme of Role Models in STEM.

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Opportunity:
Social Media Campaign
Price: TBC
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“I went to I Wish when I was in 4th year, I went to the I Wish Campus week in CIT, I spoke on the I Wish Alumni panel at Cork City Hall in 2020 and now I am set on engineering”

Kate Brady I Wish Alumni, CIT
STEM Student

I Wish 2021

I Wish 2020 Media Coverage

43 pieces of print media - readership of 12,367,840;

6 Pieces of Broadcast Media on RTÉ, News2day, Today FM, Drivetime RTE Radio One, REDFM;

10 pieces of online coverage with unique users per title 8,568,610;

Our hashtag **#BeTheChange** trended number one in Ireland on Twitter achieving **16** million exposures to the campaign

Our **#BeTheChange** film from 2020 has received over **15,000** views to date.



The logo for iwish is displayed in a large, white, sans-serif font. The letters are centered within a dark, horizontally-oriented oval. The background of the oval transitions from a deep red on the left to a dark blue on the right. The entire graphic is set against a dark background with abstract, glowing white and yellow lines and dots, suggesting a digital or networked environment.

iwish

VIRTUAL 2021

For more details contact;

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