

I WISH PARTNERSHIPS The Year Ahead



l Wish

I Wish is a community committed to showcasing the power of Science, Technology, Engineering, and Maths to teenage girls.

We bring STEM education out of the classroom and into a high energy, fun space, igniting a spark of enthusiasm in sceptical minds; comprising role models and companies showcasing what STEM jobs and careers look like.

I Wish is now a multi-faceted STEM community hosting showcase events, a brand-new primary programme, campus events, internships, externships and mentorship programmes, supported by some of the biggest names in the tech, pharma and science worlds. We are now engaging in a year-round suite of activities, ensuring ongoing support for young women, and a network as they progress in their education and careers.

I Wish had to make significant changes to our service provision throughout the pandemic. For 2021 we created a live TV style digital showcase and continued to inspire the next generation in a virtual world.

As it turned out I Wish shone brighter than ever before, elevating the brand internationally and engaging with over 15,000 girls from 19 countries.





I Wish 2021

Students from 19 countries attended Largest survey of secondary school female students' attitudes towards STEM

15,122 Viewers

Number 1 trending hashtag

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42 industry partners

17% DEIS Schools 79 Speakers



I Wish 2021 on Social Media

So excited for this! Can't wait to hear what Marion Buchet has to say. I'm very interested in pursuing a career in the Irish Air Corps.

This is one of the best live

streams I have watched

throughout TY and it is

really directing me on the

path I want to take in my

future with the passions

that I hold. You are all so

inspiring -thank you so

much!



Hey, I just wanted to say thank u for the amazing livestream! I learned so much about women's role in the work industry and it gave me an insight on what I may be interested in when I leave secondary. Love all your work!

Thank you for all the work and effort women in STEM do to hold conferences like this to help others.

Thank you so much for holding this event. I was struggling to figure out if I should go down the STEM road because of the difference in gender representation. I am definitely going to and do IT in college now!

So inspired by all the wonderful speakers and their journeys and experiences with STEM.



IWISH

Absolutely fantastic, thank you for everything you do. You are inspiring so many young women to do what they aspire to do!

What we have learned since 2015

- 81% of girls would like a job where they can help other people.
- 40% of girls choosing STEM have a family member working in the STEM industry.
- Where students attend 3 or more extra-curricular STEM events, 30% will take at least two STEM subjects to Leaving Cert compared to 20% where they attend two or less.
- 65% of teachers say they do not know where to go for information on industry or school initiatives.
- The girls told us that if they choose a STEM career they don't have the confidence, they think they are not good enough and they repeatedly refer to social expectations, what others think, and the history of their own personal circumstances.
- That girls with role models have more belief in themselves, are better informed, have greater knowledge, and are empowered to feel more confident. 83% of girls at I Wish agreed that role models in STEM were important to them.

We have also learned...

- There is a correlation between girls who play sport and their pursuit of STEM. A girl who plays more than 4 hours of sport per week could be as much as 89% more likely to study STEM.
- We know that girls don't see the link between STEM and the Arts. Promoting arts and creativity can lead to greater motivation to work on challenging projects and take risks. We need to continue to tell the story of creativity in STEM differently.
- We see emerging evidence of differing attitudes of girls in mixed schools versus those in single sex schools. Girls in mixed sex schools were more likely to agree that STEM is more suited to boys, while girls in single sex schools strongly disagreed with this statement.

Why Sponsor?

Listen with us to what girls have to say. Join us on this journey and help shape the minds of our next generation of leaders, innovators, and game-changers.

The I Wish Hybrid Event 10 February 2022

At I Wish 2022 we will run a hybrid event, bringing together our experience in running a virtual event combined with live interactive in-school engagement.

Dynamic and engaging interviews, stimulating interactive sessions, Fast Facts from trailblazers in STEM, and Day in the Life videos will be broadcast live to our online audience in schools right across Ireland and the world!

In 2022 we will take the best of our live showcase and our virtual event and combine them to deliver the I Wish magic to an even greater audience, providing a unique platform for I Wish Role Models and STEM storytelling.







PARTNER WITH I WISH



PREMIUM PARTNER

We are now focused on long-term partnerships that provide year-round value on both sides. We will be offering Premium Partnerships on a multi-annual basis only. This is a commitment to a spend of at least €15,000 per annum for two years. We will provide the following to our Premium Partners:

Bespoke Segment at the Showcase Event 10 Feb 2022

Each Premium Partner will get a 6-minute feature at our showcase event. This can be a keynote speaker or if more relevant, we will work with you to create a segment that is of interest to our audience and of Premium Partner €15,000 value to you.

PLUS, choose either

1. STEM in Action

A 10-minute slot featuring 3 representatives from your company along with an I Wish skilled moderator, including a planning meeting in advance to determine clear objectives and agenda.

The theme this year will be STEM in Action. We want to explore the stages involved in bringing your product to life and show the role each of your "women in STEM" play in this process.

Limited availability - will be offered on a first come first served basis



PREMIUM PARTNER

Or

2. Live Demonstration

A unique opportunity for your company to create a personal experience leading to a deeper connection with your business, your people and your product. This is a 10-minute pre-recorded slot at a local school and streamed out as live. The environment can be branded by your company (t-shirts, pop ups, truss structure, etc.).

Please note: The Live Demonstration will be subject to an additional €5,000, plus branding, and is subject to public Health and Safety Guidance. Limited availability - will be offered on a first come first served basis.

Branding

Prominent Premium Partner branding at the beginning and end of every session, plus live MC shout-outs. Premium partners will be added to the I Wish website and the I Wish APP.

Content

After the event, we will provide you with the event recording, plus your segment separately. These will be promoted on our social media channels and will be available for you to promote on yours.

Content will be available to all schools after the event, and it will form part of our primary schools' programme.



PREMIUM PARTNER Year Round Support Activities

PR and Social Media

- Premium Partners will be highlighted as part of the Press Release around the launch of the 2022 Event.
- Two of your female role models featured as part of our "Trailblazers in STEM" social media campaign.
- Announcement of Premium Partnership on social media to increase awareness.
- A day-long Insta-takeover of the I Wish Instagram channel by your company.

I Wish Primary Programme

The impact of role models on girls can be felt from a very early age. I Wish is developing, in collaboration with the WiSTEM societies in the higher education institutes, an exciting programme for primary (pre-teen) school students in Ireland to ignite STEM curiosity and spark excitement around STEM for this age cohort.

Premium partners will be offered an opportunity to speak at one of the school visits as part of the programme.

I Wish International Programme

The next part of the I Wish journey is scaling I Wish internationally, starting with 4 pilot cities in the USA in 2022. Cleveland, Boston, San Francisco, Philadelphia. Our ambition is to showcase female leaders of the future through the global community we have built.

I Wish plan to develop a programme to twin Irish schools with schools in the US to include online meetups. Premium Partners will be offered an opportunity to have a guest speaker either in Ireland or in the USA as part of this programme



CIRCLE PARTNER

Event

An opportunity to showcase some of the rising women in STE<mark>M from your</mark> company through a "10 Fast Facts" or "A Day in the life" video (3 mins).

10 Fast Facts is an informal fun pre-recorded piece where one of your female associates shares 10 Fast Facts about themselves and their career journey.

A Day in the Life is a video you provide to I Wish which can be a brand video or a 'day in the life' style giving students a taste of what it is like to work in your STEM organisation.

These provide a fantastic opportunity for you to highlight the career opportunities you 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.

Post Event

Your 10 Fast Facts/ Day in the Life Video will be featured on the I Wish social media platforms after the event and will also be disseminated to the primary and secondary school network.

I Wish and WiSTEM

Circle Partner €5,000

We are currently working with WiSTEM Societies who run a series of events within their own third-level institutions across the year.

We will connect WiSTEM with our Circle Partners to give you both an opportunity to develop a network betweem your company and the third level institutions.

Branding

Circle partners will be added to the I Wish website, and the I Wish APP. Circle partners also have an opportunity to giveaway prizes at the event through our social media hub which will be promoted throughout the day.

I Wish Industry Ca<mark>mpu</mark>s Days

I Wish have successfully partnered with the Higher Education Institutes over the past number of years and developed I Wish Campus Days. We now want to develop that out further and into industry.

All our partners (Premium & Circle) have the option to develop an I Wish industry Campus event.

Industry Campus days will give your company the chance to connect with I Wish students directly and show off your latest technologies, it will allow these girls to ask questions, to explore careers and meet with your employers in a casual environment.

I Wish will share insights in how we have worked with the universities. We will facilitate the I Wish brand and help your company promote it. We will facilitate an Insta Takeover Day to help you promote the Campus event. I Wish will dedicate a page on our website to inform students about the event, about your industry and we will link the registrations to your website (which you can control directly)

The role of I Wish will be to promote, your role is to organise the event.



Other Sponsorship Opportunities

There are lots of opportunities to get involved with I Wish, either through the 2022 Hybrid Event, or our suite of year-round activities. We have included some opportunities below, so talk to us to explore how these can be tailored for your organisation.

• Alumni segment sponsor at €5,000

• A segment at our Hybrid Event comprising STEM college students who attended I Wish events while in school

• Entrepreneurship segment sponsor at €5,000

• Talk to us about a partnership to develop an entrepreneurship segment that will feed into the main core I Wish event.

• App Sponsor at €8,000

• Misneach competition at €5,000

 Following on from our hugely successful "Aisling" competition, we will be running "Misneach" (courage) to engage with the girls once again through school and social media.

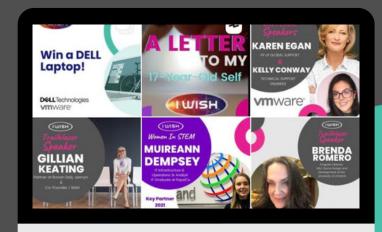
• Newsletter sponsorship at €2,000

 Newsletters to schools with a prominent feature for your organisation

• Talk to us about I Wish Industry Campus Days











Potential link between girls who play sport and pursue STEM uncovered

More than 2,500 second lovel girls participate in I Wish 2020 survey



established I Wish goes glob virtual event for 7th annual erence

ging teenage girls to take science, technology engine hematics for their Leaving Certificate was the reason man founded the organisation Milsh in 2015. Reporter seaks to Gillian Kesting, one of the founders about its conference



atched by three Cork women in 2015 aimed at encou te STEM (science, technology engineering and mathe ert level and pursue STEM careers is going global this al event.

al Wish conference started with an event of 1,000 st year and has now amassed the attention of more th shead of the 2021 conference taking place tomorrow





Thousands attend virtual STEM event

Covid can't STEM students' passion for vital subjects



Girls, get STEM interested!

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COLUMN AND DR 10.000 lineality and t hey discovery in STEM event for girls attracts

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work were more while there and likely to appre that they opy-can champ allow is would pursue a career in a the the benes.

Speaking at the launch. Minister Foley stressed of our communities have how important it is for been more exposed to industries and the Governo the worst of what the pe out to hear directly by

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FOLLOWING the av 61 Dublin primary schools in recognition of their adhievenessis in adience. technology, engineering and maths (NTIN) ever the 2019/20 school year,

ten, and it showcases from industry partners, including Arup. Dell, Johnson & Johnson. in STUDIE to be and I lines Reflecting on the growth of STEM subjects and their importance for students'

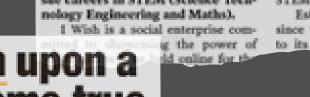
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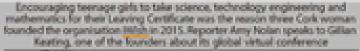
Over 10,000 young female second level students from across Ireland and from as far afield as Nairobi and the US, have registered for I Wish, an exciting free and virtual event with world-class speakers to promote and foster a passion to pursue careers in STEM (Science Technology Engineering and Maths).

bigger and better than previous years that no girl will be left behind. Moving to a virtual event is a prime example of the power of STEM - technology has and through made the event it we can now p sudience

and position In STEM education Established since welcomed to its showcas



When you iWish upon a star, dreams come true



My story so far

Stay curious – that, more than anything, will cultivate creativity and innovation'

Gillian Keating, solicitor and e-founder of I Wish, talks about the al role of collaboration in ion - and how the true nature hers to lead

Helping girls to mu their path in STEM

at raising awareness among teen

Partner with I Wish

Chat to us now... Email: sharon.lombard@iwish.ie Call: 083 0166468

STEM is rapidly changing the world in which we live.

Play your part so "No Girl Gets Left Behind".

