



Supporting the diversity and inclusion in tech

Prospectus

Online edition

May 17 - 18, 2023

devday4w.com

What is Dev Day 4 Women?



Dev Day 4 Women is a conference focused in bringing more diversity to the tech scene.

It is key component of the **SG 4 Women initiative**, which purpose is to develop a tech community where women and gender neutral professionals can learn, be inspired, get connected, and encourage each other to continue their STEAM careers.

DD4W is the leading conference for women and gender neutral in Latam.

This year the **online edition** will be held on **may 17 and 18th, 2023**.



About Dev Day 4 Women

2019

In-person edition
(Torre BBVA CDMX)

+300

Attendees onsite

+1000

online

15

talks

2020

online edition

+1300

Registered

+200

connected

25

talks

2021

H1 online edition
Presented by Accenture

+1000

Registered

+200

Live per session

23

talks

2021

H2 online edition

+1000

Registered

+200

Live per session

25

talks

2022

H1 online edition

+1500

Registered

+200

Live per session

25

talks

2022

H2 online edition

+1200

Registered

+200

Live per session

30

talks

Dev Day 4 Women Virtual 2023 will be the 13th edition of the most expected event by the underrepresented in IT in Latam.

The 1st edition was held on June 2015, at Guadalajara, presented by Intel, 154 women attended the event, being the **First conference for female Devs in Mexico.**

They trust in us



Other previous sponsors: Praxis, Ultrasist, Brainup, Thermo Fisher, Hexaware, UnoSquare, Tiempo Development, Definity First, Kairos DS, Forward, Screen IT, Ultrasist, Busolinea, Kellogg, Playful, Skye, Headspring, Cloudflare, among others.

Results of the October '22 edition

1197

Registered participants

200

vg Live attendees per session

+1000

recordings views

30

Talks and workshops

Partners:



During the event, SG 4 Women awards winners were announced.

Take a look at the event [memories](#)

Participant countries:



Mexico, Peru, United States, Colombia, Argentina, Chile, Spain, Bolivia, Paraguay, Venezuela, among others.

Sponsors:





Event Audience

2023 Estimated Reach



+1,200 Registered participants
+200 Participants per session

The **promo campaign** will reach potential participants located at LatAm, and other countries with hispanic audience like US and Spain.

The most representative and influential **communities and partners** will invited to participate and support the event.

Additional reach:

Recordings will be available at SG Youtube channel, and will be promoted at SG website, newsletter and social networks.



Event Structure

Dev Day 4 Women will be distributed over 2 days

Main topics:

- Fireside chat with highly regarded women in the IT community.
- Technical talks*.
- Ignite with lightning talks presented by the community.
- Career development talks.
- Virtual networking activities.

* Sessions can be presented either in English or Spanish.



Sponsorship Benefits

Sponsorship packages

Benefit	Platinum	Gold	Silver
Logo on recordings (bumper)	Yes	Yes	Yes
Participation in session, workshop or message	30 mins talk 60 mins workshop	30 mins talk 60 mins workshop	10 mins message
Attendees contact data (personal data of attendees that authorize to share)	All event	Session	Session
Designated space at event platform	Yes	Yes	Yes
Participation at virtual swag bag	Yes	Yes	Yes
Brand presence digital campaign and website	Yes	Yes	Yes
Social networks mentions	1 mention	1 mention	1 mention
Mentions at event chat	1 mention	1 mention	1 mention
Call to action in session	Yes	Yes	n/a
Price (USD)	\$2,000	\$ 1,700	\$ 1,000

Lead generation sponsorships benefits



Virtual chat

Opportunity to establish direct communication with participants.

Virtual Swag bag

Sponsor can participate by providing a gift. Sponsor will manage the data of the participants interested in the gift/raffle.

Call to action

The session broadcast will include a Call to Action that will direct participants to sponsors website.

Additional deliverables

- Session recordings will be available right after the talk ends (so it can be accessed on demand), and will be published after the event at SG Youtube channel.
 - We will provide recordings in mp4 format, so it can be shared in sponsor's channels.
 - Final report of the event.
 - Event analytics.
 - Post event communication: note on SG website, newsletter, and social networks.
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Contact us

We will be happy to help you...

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<https://devday4w.com>

Twitter: @sg4women
