



INWED 23 June 2025

Sponsorship Opportunities

Theme - #TogetherWeEngineer



Align your brand with the highest profile international campaign for targeting women engineers



Expose your brand and message to a vast and highly engaged global audience



Showcase your company and share supporting stories to cement your position as a desirable destination for top talent



Play your part in bringing more women into engineering at all levels and across the world

To join the campaign contact comms@wes.org.uk

What is INWED?



Taking place annually on June 23, International Women In Engineering Day (INWED) is an international awareness campaign celebrating the work and achievements of women engineers. INWED gives women engineers around the world a profile when they are still hugely underrepresented. 2021 figures indicate that in the UK, only 16.5% of engineers are women.

Launched initially in the UK by the Women's Engineering Society (WES) as a national initiative, INWED has grown year by year and has since achieved a global reach.



The idea behind the day is to encourage all groups—governmental, educational, corporate, individuals, and other organisations—to organise events and social media campaigns to support the day and showcase the women engineers around the world.

With the help and guidance from INWED resources, events and activities are organised across communities, united by the aim of raising the profile of engineering as an exciting career choice for women and girls.

INWED 2024 Highlights



1000
webinar sign
ups

#INWED2024
15.2 M



1.3m
Impressions

149
Resources
sign ups

8
INWED
newsletters
sent

#INWED24
124.5 M reach

324
Social Media
Posts sent

21k
website visitors



#International Women in
Engineering Day

1.1 B reach

#EnhancedByEngineering

31.8 M reach

183
Stories
shared
on
socials



2083
New social media followers

90
Events registered

1169
New email
subscribers



A flavour of INWED24



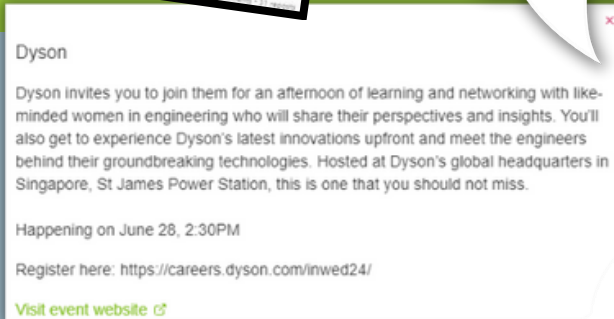
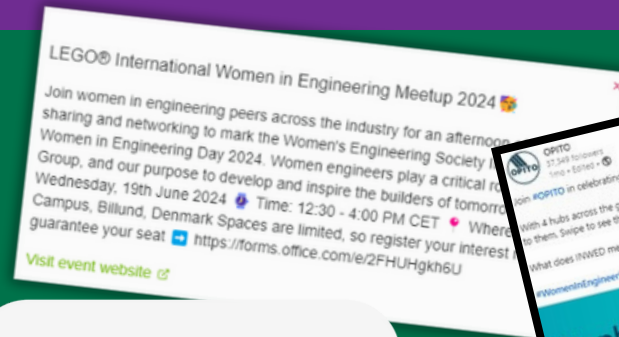
"Happy #INWED24 to all Spanish speaking women engineers and their supporters! 🇪🇸
#EnhancedByEngineering"

- 2,424 accounts reached
- 2,599 impressions
- 48 interactions



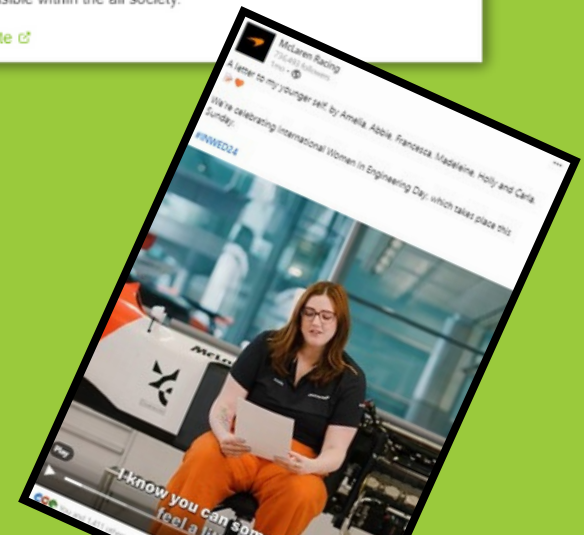
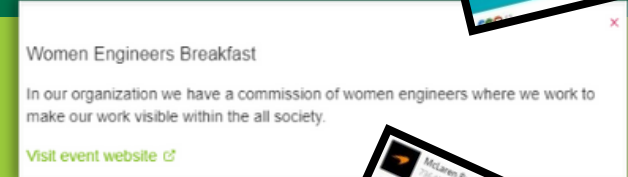
"🇪🇸 The #INWED24 Big Weekend starts tomorrow! 🇪🇸"

- 144,892 impressions
- 1114 clicks
- 21 reactions
- 1 repost



"Today's the day! 🇪🇸"

- ○ ○ ○
- 2,428 impressions
- 17 retweets
- 38 likes
- 1 comment





INWED 2025

Our theme for this
year is
**‘Together We
Engineer’**

INWED Talks

Throughout the day, we'll be sharing conversations between a diverse line up of engineers, exploring key themes inspired by "Together We Engineer"

#INWED2025

#TogetherWeEngineer

#InternationalWomeninEngineering

INWED 2025 Resources

The INWED website has lots of downloadable items that can be used to promote Women in Engineering. Social media frames, bunting and selfie cards plus more...



STANDARD PACKAGE BENEFITS

- Your logo and company profile on INWED site
- Promotional text and videos featuring your company on site
- Official INWED partner badge and pack of assets to use
- Social posts in run up and on the day (both on WES and INWED platforms)
- Share stories from your female engineers on INWED website

Package	Price
Corporate	£5 950
Non-profit	£2 150
SME	£1 250

Thought leadership sponsor (7 available):

In addition to the standard corporate benefits, we will include a quote in official press releases, INWED newsletters and articles we produce in response to media enquiries.

You will also be recognised as a sponsor of one of the 8 fireside chat webinars being created.

£8950

Lead campaign sponsor (1 available):

In addition to the benefits of the other packages, this sponsor receives special acknowledgement and elevated branding across the campaign.

Plus the option to have their own fireside chat video promoted to the audience and released as part of the series.

£19,950

Recruitment sponsor (3 available):

In addition to the standard corporate benefits, we will post up to 10 vacancies or recruitment related posts across our social channels during INWED week with 5 being on the day itself, during peak popularity for the required region.

£8950

University Poster Competition sponsor

Robert Gordon University is running a UK wide engineering-themed poster competition. Winners receive a cash prize and overnight stay in Aberdeen to attend the prize giving.

Sponsors will have their logo on all communications regarding the competition and be credited at the prize giving.

£795



For more information on Sponsorships or to become a WES Sponsor contact comms@wes.org.uk



Women's Engineering Society (WES), Futures Place, Kings Way, Stevenage, Hertfordshire. SG1 2UA

Charity number: 1008913