

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

#INWED24 **124.5 M reach** 



324

Social Media Posts sent 1.3m
Impressions

149

Resources sign ups

**8**INWED
newsletters
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



Día Internacional de la Mujer en la Ingeniería #EnhancedByEngineerin

LEGO® International Women in Engineering Meetup 2024 👺 Join women in engineering peers across the industry for an afterno

sharing and networking to mark the Women's Engineering Society Women in Engineering Day 2024. Women engineers play a critical i Group, and our purpose to develop and inspire the builders of tomorr Wednesday, 19th June 2024 Time: 12:30 - 4:00 PM CET When Campus, Billund, Denmark Spaces are limited, so register your interest guarantee your seat \_ https://forms.office.com/e/2FHUHgkh6U

Visit event website ♂

"ME The #INWED24 Big Weekend starts tomorrow! \*\*\*

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



Stephen Marcos Jones Chief Executive Officer

#### Dyson

Dyson invites you to join them for an afternoon of learning and networking with likeminded women in engineering who will share their perspectives and insights. You'll also get to experience Dyson's latest innovations upfront and meet the engineers behind their groundbreaking technologies. Hosted at Dyson's global headquarters in Singapore, St James Power Station, this is one that you should not miss.

Happening on June 28, 2:30PM

Register here: https://careers.dyson.com/inwed24/

Visit event website ♂

APWEN fireside chat also STEM FOR ALL programs The Association of Professional Women Engineers of Nigeria (APWEN ) is organizing a virtual FIRESIDE CHAT on the theme enhanced Engineering. Also, organizing a virtual FIRESIDE CHAT on the theme enhanced Engineering. Also, organizing STEM FOR ALL promoting inclusion and diversity in Engineering for organizing STEM PUR ALL promoting inclusion and diversity in Engineering for sustainable world, this is a competition among Secondary School students having sustainable world; this is a competition among Secondary School students havin and an hands-on Experiment. There will be panels discussant and role models. mentors for the students.

Visit event website &

"Today's the day! 🎉" 0000

2,428 impressions 17 retweets

38 likes

1 comment

TODAY'S THE DAY #INWED24 #ENHANCEDBYENGINEERING Women Engineers Breakfast

In our organization we have a commission of women engineers where we work to make our work visible within the all society.

Visit event website ♂





## **INWED 2025**

# Our theme for this year is 'Together We Engineer'

#INWED2025

**#TogetherWeEngineer** 

#InternationalWomeninEngineering

# **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"

#### **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



**Charity number: 1008913** 

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

