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Sponsor the annual Ada's List Conf 2021

We'd love you to join us as a sponsor for our Annual Ada's List Conference – taking place on the 8th and 9th October 2021

Sponsoring the Ada's List Conf

"We're proud to continue supporting Ada's List Conf for the 5th year. Many of our employees, of all genders, have attended year after year and always return energised and enthused for what's next."

Year round, we use Ada's List as a source of recruitment for great candidates – we're big fans of Ada's List, their Conf, and their Jobs Channel."

Kelly Earle,
Head of Comms & Marketing from FutureGov

Ada's List Conf 2021

*Join us for our Annual Conf on the
8th and 9th October 2021.*

*Reach our community of over
8200+ women in tech, plus allies
and supporters*

What is Ada's List Conf? An annual gathering of our 8200-strong membership, as well as anyone of any gender who supports the [Ada's List's agenda](#) for change.

The 2021 edition is going to be our most exciting to date! We'll be hosting the Conf online and will be using a platform that allows networking, breakouts, keynotes and a virtual job fair. It will give all sponsors visibility across multiples platforms before, during and after the conference. This year, we have ambitions to offer a hybrid conference experience with in-person events across the UK and beyond.

Our events are considered some of the most welcoming, friendly, knowledgeable, and diverse events in tech. We try hard to make this happen and are proud that our attendees come back year after year – meaning that sponsors have visibility and access to the female leaders of tech.

Conf 2021 Details

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Conf Details

- 8th and 9th October 2021
- Keynotes & workshops by Ada's List members
- At least 500 attendees are expected globally, with the majority EMEA; 95% women/identify as such

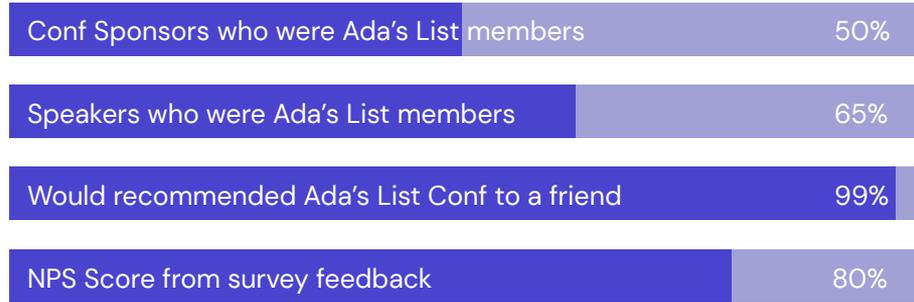
About last year's Conf

- Online with over 300 global attendees
- Over 30 speakers from the Ada's List Community
- Keynotes from Martha Lane Fox (Baroness Lane-Fox of Soho), and Wincie Wong (NatWest Group)
- Sponsorship from Citizen's Advice, TrueLayer, Bulb, NatWest, Bumble and more!

Our members

- 51%** – Tech related roles
- 18%** – Developers / Engineers
- 15%** – Marketing & Comms
- 13%** – Entrepreneurs / Founders
- 11%** – Design related roles
- 7%** – Product / Project managers

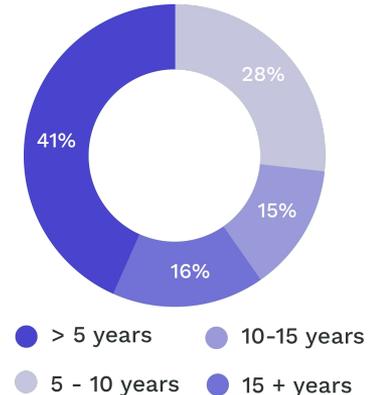
Check out some of our stats from the 2020 Conf –



Our members identify as:



Career stage & work experience:



Sponsoring the Ada's List Conf

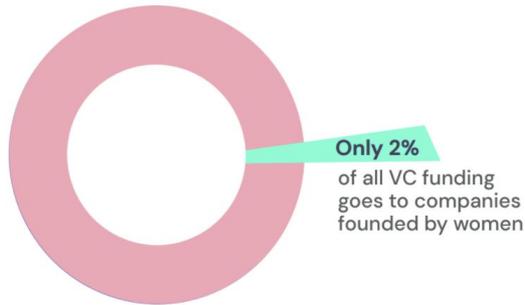
"We're pleased to have been part of the Ada's List Fifth Annual Conference, where women came together to share ideas and support one another in their careers."

Lis Blair

Chief Growth and Marketing Officer at Bulb

Bulb was a Gold sponsor of the Ada's List Conf in 2020. Among other benefits, Bulb received 10 job postings as part of their sponsorship package, enabling them to further develop diverse voices in their talent pipeline.

Why sponsor?



We want to help keep women in the tech industry by providing off the record advice, peer to peer support, and mentoring when they need it the most. Women in tech and digital are under-represented, both across management and teams. Change starts with all of us, as we commit to changing our workplaces to make them work for everyone—irrespective of gender, ethnicity or any disability.

By sponsoring our Conf, you'll have the opportunity to connect directly with our community of women working in and around tech, as well as demonstrating your commitment to investing in the growth and viability of a truly diverse tech community.

Sponsors not only get fantastic benefits from partnering to deliver this event but also the visibility that comes with investing in the Ada's List Community.



Previous Sponsors

Check out some of our Conf sponsors from previous years:



Sponsoring the Ada's List Conf

"2019 was the second year that Spotify has sponsored the annual Ada's List conference and it won't be our last.

We've been impressed with Ada's mission, the wide breadth of speaker's topics, and the diversity of women in tech to which the conference appeals."

Andrea Bassman-Young
Head of Operations, Content Platform at Spotify

Sponsor Packs

All sponsors are promoted across our community and socials, with a combined reach of over 20K, as well as –

- *Branding on our event registration page;*
- *Event blog post;*
- *Ada's List newsletter;*
- *and many more benefits!*

Diamond Sponsor 	£25,000	30 conf tickets	30 job postings	Bespoke recruiting event
Platinum Sponsor 	£10,000	15 conf tickets	15 job postings	Bespoke recruiting event
Gold Sponsor 	£5,000	10 conf tickets	10 job postings	Dedicated email promotion
Silver Sponsor 	£1,000	5 conf tickets	2 job postings	Dedicated email promotion

About Ada's List

Ada's List exists to make women in technology stronger as a community and as individuals.

We are all about changing communities, our workplaces, and the industry for the better.

We want to create change at scale—change in existing, patriarchal and racist power structures—whether these structures are a part of the culture of a company, a more overt policy, or work processes that consciously or unconsciously sideline women.

Ada's List is intersectional. We aim to provide a platform for a holistic approach to addressing issues surrounding the under-representation of women in tech; this includes tackling any implicit or explicit bias around gender, race, disability or sexual orientation.

We are women who want to increase the number of women in our workplaces. We are women who want to make our teams more diverse. We are women who, once promoted, bring people along with us.

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Thank you!

Like what you've seen so far? Let's chat – email nicole@adaslist.co to discuss your options, we look forward to working with you

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