



Sponsorship Proposal

EmpowerHER:
Leading with Digital Literacy

14th October 2023

10AM - 4PM

bpTT Mayaro Resource Centre

Contact

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Introduction



International Day of the Girl Child is an annual international observance celebrated on 11th October annually which recognizes and celebrates girls and young women globally. Its focus is on providing quality education to girls and opening opportunities for them. To commemorate International Day of the Girl Child and considering Girls of Impact's mission and vision, we intend to host a programme which focuses on digital literacy and leadership skills for girls in rural Trinidad to assist with skills development, educational opportunities, economic empowerment and increased participation in decision making.

Our digital literacy and leadership programme will target young women and girls aged 15–20 in Mayaro and environs and will provide them with the opportunity to learn:

- 1.The importance of leadership and the development of leadership qualities.
- 2.Leadership styles and leadership in STEM fields.
- 3.The meaning of digital literacy and its relevance in the modern world.
- 4.The basics of digital tools and terminology.
- 5.Online safety and cybersecurity.

Our digital literacy and leadership programme is entitled '**EmpowerHER: Leading with Digital Literacy**'. This programme has two components:

- 1.A one-day in-person workshop; and
 - 2.A two-month virtual mentorship programme.
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About Us

Girls of Impact Trinidad and Tobago was created out of a desire to foster a community for underserved young women to access resources to succeed in education, career and entrepreneurship while creating lasting social impact.

Our programmes, projects and workshops are dedicated to facilitating entrepreneurial innovation and professional development while teaching young women the values of self-love, self-worth and value to propel them into a life of success.

We are dedicated to creating young changemakers who can improve their local communities while learning about Sustainable Development Goals, particularly, Gender Equality. Our offering is quite diverse with mentorship programmes, volunteer opportunities, personal development workshops and conferences to mould our members' leadership skills and abilities.



Vision

A progressive society where gender equality is prioritized through advocacy for economic autonomy, equitable access to essential services and full participation of women in society.



Mission

To empower young women and girls to contribute meaningfully to society through mentorship, leadership training and volunteerism.

Meet Our Team



Girls of Impact is supported by a team of dedicated volunteers that are passionate about empowering young women.

Our **Board of Directors** is responsible for the governance of the organization and ensuring that we are compliant with local legislation and regulations. They develop the organization's strategy and ensure resource mobilization to accomplish our mission. Our BoD currently includes: Cherice Job, Dimitrius Grenock, Georgia Donaldson, Huda Ibrahim and Maxine Jackson-Ghent.

Our **Executive Team** is responsible for the daily management of the organization and developing programmes, projects and activities for the empowerment of our members. Our Executive Team currently includes: Renee Atwell, Shazahra Khan, Kemba Cox, Kathrina Singh-Balroop and Cassandra Ramdin.

About The Programme

Our digital literacy and leadership programme is entitled '**EmpowerHER: Leading with Digital Literacy**'. This programme has two components:

- 1.A one-day in-person workshop; and
- 2.A two-month virtual mentorship programme.

We will target young women aged 15–20 with a focus on:

- 1.**Leadership** (The importance of leadership, the development of leadership qualities, effective communication, conflict resolution, leadership styles and leadership in STEM fields).
- 2.**Digital Literacy** (The meaning of digital literacy and its relevance in the modern world, the basics of digital tools and terminology, online safety and cybersecurity, creative expression through digital media, responsible internet use and dealing with cyberbullying).

The Workshop

The workshop is scheduled for **14th October 2023** from **10am–4pm** at the bpTT Mayaro Resource Centre. It will be free for participants and refreshments will be provided. Upon successful completion of the workshop, participants will be issued with a certificate of participation.



Mentorship Highlight

Two-month virtual small group mentorship programme from 14th Oct – 14th Dec 2023.

Mentors will be STEM professionals and entrepreneurs.

Mentors will be required to meet with their mentees once every two weeks.

There will also be two (2) group sessions during the mentorship programme for group discussion and activities.

Draft Workshop Agenda

Theme: EmpowerHER: Leading with Digital Literacy

- Date: 14th October 2023
- Time: 10am – 4pm
- Location: bpTT Mayaro Resource Centre

Session 1: Introduction to Leadership

Session 2: Understanding Digital Literacy

Session 3: Leadership Styles and Personal Leadership

Session 4: Online Safety and Cybersecurity

Session 5: Effective Communication and Self Expression

Session 6: Using Digital Tools and Resources

Session 7: Leadership in the Digital Age

Upon successful completion of the workshop, participants will be issued with a certificate of participation.

Benefits for Sponsors



INCREASED BRAND EXPOSURE

We are aiming to attract approximately 25 young women in this programme aged 15–20 from Mayaro and environs. Our mentorship programme will be promoted amongst our mentees, mentors, parents and guardians who receive emails from us. This programme will also attract media coverage which is expected to expand the initial reach. This will allow our sponsors to market to a wide and diverse crowd while building credibility. We provide for our sponsors to boost visibility before, during and after the programme by giving them exposure to new audiences. This will occur through our website and social media advertising. Our sponsors will also be acknowledged in any media appearances and will have the opportunity to speak at our workshop and/ or our virtual closing event.

RETURN ON INVESTMENT

Our sponsors will have the opportunity to invest in our programme which will equip young women in rural Trinidad with knowledge and skills in digital literacy and leadership for skills development, economic empowerment and increased participation in society and decision making. Our sponsors will therefore benefit from increased exposure via our audience reach and through our social media marketing strategies. This will in turn direct potential customers to their social media pages and website and will hopefully convert to sales.

BUILD GOODWILL

As we are dedicated to developing leadership skills of girls in rural Trinidad and building their capacity in digital literacy, our sponsors will have the opportunity to support a good cause. Our sponsors will therefore benefit from a strengthened company image. People typically enjoy supporting brands that invest in their community and spread positive messages. By sponsoring our cause, you can attract media attention, set your company apart from other brands and inspire brand loyalty.

Sponsorship Packages



EmpowerHER Title Sponsor

Girls of Impact x _____
presents 'EmpowerHER Leading with
Digital Literacy'
1 available

Speaking opportunities at our workshop
and at the virtual closing ceremony.

Name or logo included in all marketing,
press releases and media appearances.

Brand included in our social media
marketing once per week before and
after the programme (*up to 1 month after
the programme*).

Logo on programme flyer, in workbooks
and other advertising material.

Activation at workshop
(*sponsor to provide banner or other
marketing material*).

Opportunity to include merchandise in
participant gift bags (*sponsor to provide
items*).

\$5,000



Digital Future Backers

**This Sponsor will cover the gift bags for
all participants.
1 available**

Speaking opportunity at our workshop.

Name or logo included in all marketing, press
releases and media appearances.

Brand included in our social media
marketing once per week before and
after the programme (*up to 2 weeks after
the programme*).

Logo on programme flyer, in workbooks and
other advertising material.

Activation at workshop
(*sponsor to provide banner or other
marketing material*).

Opportunity to include merchandise
in participant gift bags (*sponsor to
provide items*).

\$3,750

Sponsorship Packages



Tech Pioneer

These Sponsors will cover the coffee breaks at the workshop.
2 available

Speaking opportunity at our virtual closing ceremony.

Name or logo included in all marketing, press releases and media appearances.

Brand included in our social media marketing once per week before and after the programme (*up to 2 weeks after the programme*).

Logo on programme flyer, in workbooks and other advertising material.

Opportunity to include merchandise in participant gift bags (*sponsor to provide items*).

\$1,500



Future Innovators Alliance

This Sponsor will cover lunches at the workshop.
1 available

Speaking opportunity at our virtual closing ceremony.

Name or logo included in all marketing, press releases and media appearances.

Brand included in our social media marketing once per week before and after the programme (*up to 2 weeks after the programme*).

Logo on programme flyer, in workbooks and other advertising material.

Opportunity to include merchandise in participant gift bags (*sponsor to provide items*).

\$2,000

Sponsorship Packages



STEM Enthusiasts

These Sponsors will cover media and advertising support for the Programme.
3 available

Name or logo included in all marketing, press releases and media appearances.

Brand included in our social media marketing once per week before and after the programme (*up to 2 weeks after the programme*).

Logo on programme flyer, in workbooks and other advertising material.

Opportunity to include merchandise in participant gift bags (sponsor to provide items).

\$1,000



Tech Titans

This Sponsor will cover other related expenses for the Programme.
Unlimited available

Name or logo included in all marketing, press releases and media appearances.

Brand included in our social media marketing once per week before and after the programme (*up to 2 weeks after the programme*).

Logo on programme flyer, in workbooks and other advertising material.

Include merchandise in participant gift bags (sponsor to provide items).

\$500



Thank you!
Hope you are
interested!

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