



# THE MOST UNDERSERVED BUYER IN AUSTRALIAN TECH IS A WOMAN

2x

women business owners deploy AI in their business at nearly 2x the rate of men (42% vs 23%)

source: Gusto Women's Entrepreneurship Report, 2023

20pt

the AI gap your brand can close - 80% of Australian women use AI at work vs 70% of men

Deloitte TMT Predictions, 2023

24%

of Australian startup equity went to Female-Founded teams in 2023 (up from 18%) - AI was the #1 funded sector

Out Through Venture, 2023

// THE.AUDIENCE.IS.ALREADY.HERE

# YOU'RE NOT BUILDING A CATEGORY. YOU'RE JOINING ONE THAT'S ALREADY PROVING ITSELF.

LIVE · WAITLIST

# 600

600+ WOMEN ON THE WAITLIST

LIVE WAITLIST COUNT · ZERO PAID PROMO

THE BROOKE WRIGHT COMMUNITY

## 27.3K

INSTAGRAM

◉WRIGHT.MODE

## 12K

TIKTOK

◉WRIGHT.MODE

## 6K

YOUTUBE

WRIGHT MODE

## 7K

EMAIL

WRIGHT MODE LIST

**= 55K+ WOMEN IN TECH, AI + FEMALE FOUNDERS**

## // AUDIENCE PROFILE

# SHE'S THE GIRL YOUR BRAND WANTS IN THE ROOM

she's been to the sausage-fest tech conferences, she's done the lanyard-and-lukewarm-coffee circuit, she's the one her team asks about new tools, the one her friends ask about software, the one running the budget, and she's tired of being marketed to by men who think pink means representation - or that she's the one woman on the panel.

## // DEMOGRAPHIC

- > women, 26-50, the majority 30-42
- > household income \$120K-\$200K+ AUD, decision-makers on personal + work spend
- > based in sydney, melbourne, brisbane - willing to fly for this
- > founders, operators, engineers, designers, marketers, AI-curious
- > tertiary educated, online-native, brand-literate

## // PSYCHOGRAPHIC

- + values craft, taste, and the people behind the product
- + buys from brands with a point of view, not a discount code
- + tired of panels of men talking about women in tech
- + wants tools that make her life easier, not louder
- + shows up for the aesthetic and stays for the substance



# BROOKE WRIGHT

FOUNDER + IP HOLDER

brooke is the girl who actually does the doing. she's been running wright mode - a boutique consultancy implementing AI for non-technical female founders - since 2022, built a cult-favourite audience of nearly 40K across instagram + tiktok, and consulted on AI implementation for established personal-brand and haircare clients along the way. techella is hers: trademark filed with IP australia in april 2026.

- > 39K+ across instagram + tiktok - a community of women in tech, AI, and female founders (33K+ across all channels)
- > host of 'not another AI girl' - the podcast for women in tech who are tired of the same five voices
- > founder of wright mode - AI implementation for female founders since 2022

# THE VIBES YOU'RE INVESTING IN

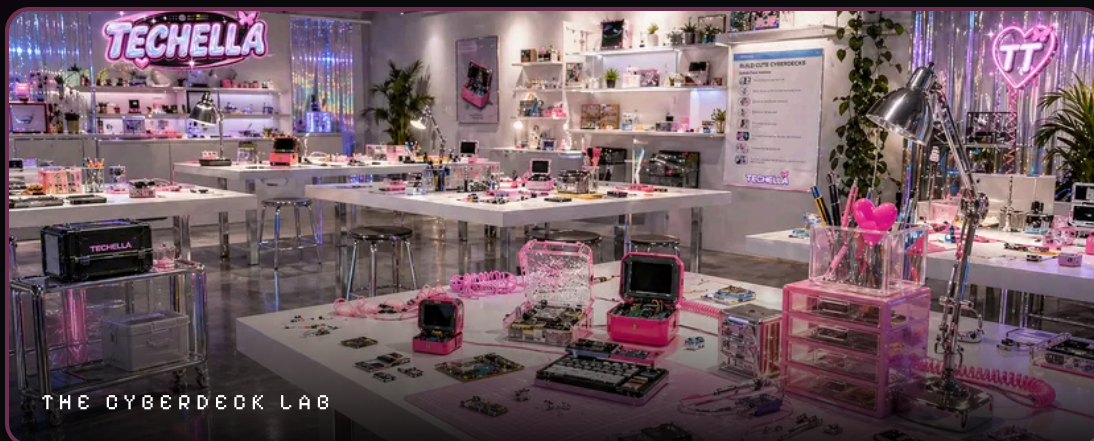
this is the moodboard. Festival Format, y2k-girly, cyberpunk.



THE MAINSTAGE



THE SPONSOR VILLAGE



THE CYBERDECK LAB



THE RESET ROOM



THE AFTER-DARK DANCEFLOOR



THE PHOTO MOMENT



THE STYLING BAR



THE HEADSHOT BOOTH

CREATIVE DIRECTION + CONCEPT ONLY. FINAL BUILDS DELIVERED BY OUR PRODUCTION TEAM.

# WHAT YOUR ACTIVATION COULD BE



PRESENTING

## THE DAY IS PRESENTED BY YOU

techella is presented by your brand - your name on the day, the mainstage, and the opening moment (the stage carries your name; we run the programming). one brand only.



FOUNDING

## NAMED FROM THE STAGE

your logo on the opening reel + the brand wall behind the stage, and a shoutout from the stage during the day. shared across founding partners.



FOUNDING

## PHOTO WALL

a branded backdrop attendees line up to photograph in front of. you co-design it with us; we build it. designed for her instagram + the recap reel.



PREMIER

## WORKSHOP ACTIVATION

your own branded space in the sponsor area to run a hands-on session, demo your product, or talk to her in person. all-day footfall from an opted-in audience.



PREMIER

## PHONE-CHARGING STATION

a branded spot where attendees charge their phones. the station every dead phone in the room finds - small footprint, big dwell time.



PREMIER

## THE AFTER-PARTY

the after-party opens under your name. final hour, highest energy, every photo and reel the next morning is your name.



PREMIER

## BEAUTY TOUCH-UP BAR

a touch-up station - lashes, hair, nails, whatever fits your brand. attendees queue, photograph, leave wearing your moment.



PREMIER

## CHILL-OUT LOUNGE

a branded quiet zone - soft seating, herbal tea, charging, magazines. the room she'll remember because it saved her at 3pm.



SUPPORTING

## GIFT BAG INCLUSION

your product in every gift bag. 300 women, opened on the way in - the first thing she sees.



SUPPORTING

## BRANDED SWAG

the merch she actually keeps - totes, water bottles, tees. your brand on the thing she might actually use.

# PRESENTING PARTNER

ONE SPOT ONLY · THE DAY'S HEADLINE BRAND

# \$35,000 + GST

AUD

// WHAT'S INCLUDED

- ✓ techella is presented by you — your name on the day, the mainstage, and the opening moment
- ✓ a table in the sponsor area + your nominee on a panel
- ✓ 6 staff passes + 6 guest tickets for your clients/team
- ✓ opt-in attendee list after the event (the women who said yes to being contacted)
- ✓ your logo on the opening reel + a shoutout from the host
- ✓ logo on all signage, the website + our emails
- ✓ 3 social posts

# THE OTHER TIERS

## FOUNDING PARTNER

**\$18,000 + GST**

AUD

CATEGORY EXCLUSIVE · ONE PER CATEGORY

- ✓ category exclusive — the only brand in your category
- ✓ your activation, your pick: photo wall, workshop activation, or beauty touch-up bar (you co-design it, we build it)
- ✓ named on the opening reel + a shoutout from the stage
- ✓ a table in the sponsor area
- ✓ logo on all signage, the website + our emails
- ✓ 4 staff passes + 4 guest tickets for your clients/team
- ✓ 2 social posts
- ✓ opt-in attendee list after the event (the women who said yes to being contacted)

## PREMIER PARTNER

**\$9,500 + GST**

AUD

CATEGORY EXCLUSIVE WITHIN TIER

- ✓ category exclusive within this tier
- ✓ pick one branded zone: workshop activation, phone-charging station, beauty touch-up bar, the after-party, or a chill-out lounge
- ✓ your product in every attendee gift bag (300 bags)
- ✓ logo on signage + the website
- ✓ 2 staff passes + 2 guest tickets for your clients/team
- ✓ 1 social post + opt-in attendee list after the event
- ✓ in-person OR remote — same price, different shape (tap for detail)
- ✓ first dibs on the same spot next year at the standard rate

## SUPPORTING PARTNER

**\$4,500 + GST**

AUD

OPEN · LIMITED BY EVENT CAPACITY

- ✓ your product in every attendee gift bag
- ✓ logo on the sponsor wall + the website
- ✓ 2 staff passes + 1 guest ticket
- ✓ a tagged mention in our 'meet the partners' post

## ♥ CAUSE PARTNER

**\$2,500 + GST**

AUD

OPEN · WOMAN-FOUNDED BRANDS ONLY

- ✓ your product in every gift bag + a 'woman-founded' callout next to your logo
- ✓ logo on the sponsor wall + the website
- ✓ 1 staff pass + 1 guest ticket

# PAY 100% UPFRONT BEFORE 31/07/2026, UNLOCK THE BONUS PACK

standard terms are 50% on signing, 50% sixty days out. brands that pay in full at signing before 31 July 2026 unlock these extras - zero-cost to us, real upside for you. after 31/07 the bonus pack closes; you can still sign at the standard split.

## PRESENTING PARTNER

♥ UNLOCK IF 100% UPFRONT

- + year 2 renewal at year 1 price + CPI adjustment (lock the rate)
- + +2 extra guest tickets (8 total)
- + first right of refusal on year 2 presenting partner slot

## FOUNDING PARTNER

♥ UNLOCK IF 100% UPFRONT

- + your name on your activation zone - e.g. 'the [BRAND] photo wall', branded as yours
- + +2 extra guest tickets (8 total)
- + year 2 renewal at year 1 price + CPI adjustment (lock the rate, only inflation passes through)

## PREMIER PARTNER

♥ UNLOCK IF 100% UPFRONT

- + +2 extra guest tickets (4 total)
- + second dedicated social post (2 total) - bumped above other premier sponsors
- + early category-lock priority for year 2 (first dibs at the rack rate)

## SUPPORTING PARTNER

♥ UNLOCK IF 100% UPFRONT

- + +2 extra guest tickets (3 total)
- + your own dedicated 'meet the partners' social post (not just a shared mention)

## CAUSE PARTNER

♥ UNLOCK IF 100% UPFRONT

- + +1 extra guest ticket (2 total)
- + your own dedicated 'woman-founded spotlight' social post

# THE QUESTIONS YOU'RE ACTUALLY THINKING

## WHAT'S THE ACTUAL IMPACT OF SPONSORING?

you're in the room with women who control household + work tech budgets, are deploying AI in their business at nearly 2x the rate of men, and currently aren't being marketed to by anyone in your category. Founding partners get a stage moment, a curated activation, social + email reach across our 99K+ community, and the long-tail brand equity of being one of the category-exclusive launch-year brands attached to techella. Forever premier + supporting tiers scale that down accordingly.

## WHEN DO I NEED TO COMMIT?

two levers. one: founding + premier are category-exclusive - once your category's locked, it's locked. first signer wins. two: the 100%-upfront bonus pack closes 31 July 2026. after that you can still sign, just no bonus. premier + supporting tiers stay open until we close partnerships ahead of the event.

## HOW DO PAYMENT TERMS WORK?

standard: 90% deposit on signing, 90% balance 60 days before the event. if you'd rather pay 100% upfront before 31 July 2026, you unlock the bonus pack for your tier (full list on the tiers slide). after 31/07 you can still sign at the standard split. full refund if we cancel before the balance is invoiced; pro-rata if later. force majeure rolls forward to the rescheduled date or following year.

## ARE YOU INSURED?

\$20m public liability cover will be in place by signing. certificate available on request. event cancellation cover layered on top.

## WHAT'S NOT INCLUDED IN ANY TIER?

venue advertising rights and day-of merch sales rights stay with techella. attendee data is opt-in only, privacy act compliant - she actively chooses to share with you. everything else is on the table - pitch us.

# LET'S TALK

send a one-liner - your brand + the tier you're eyeing. we'll come back this week with a call slot.

Founding spots go in order of who signs. once a category's locked, it's locked.

**PARTNERSHIPS@TECHELLAFEST.COM**

<OPENS YOUR MAIL>

