



SPONSORSHIP

PROPOSAL

MUMS IN SCIENCE

SPONSORSHIP@MUMSINSCIENCE.NET

COMPANY OVERVIEW

Who are we?

We are a social enterprise supporting professionals and aspiring leaders that identify as women. We help them reach their financial, personal and professional goals through peer support and education.

OUR MISSION

Empower women to create their own opportunities.

Provide free access to peer support, information and resources.

Enable women to leave environments that disregard their value.

Why are we called Mums in Science?

The retention of the name is a recognition of our founder Dr. Shara Cohen (a pioneer in science, an entrepreneur and a mum in science) and all of the women in science who supported the organization from its inception in 2005 to date.

So while the site was created to support mums in science, it is now a global community platform for ALL women, brought you by mums and other women in science.

COMPANY OVERVIEW

Our Journey

Mums in Science (MIS) is a passion project of serial entrepreneur, Shara Cohen. In 2005, after observing a gap in the support for mums who were scientists in academia, Shara built the business to support members with helpful blog articles that covered a range of topics.

As she became more senior and took on more demanding roles, MIS quietly ticked away with a healthy member base.

In 2020 Shara decided to expand MIS's service offerings. She recruited Carmen Munian (an inventor, business consultant and product development specialist) to help her grow the business.

Together they created a more contemporary design for MIS complete with online discussion facilities, instant messaging and events capability that transformed the blog into a global community platform where all women are welcome. It is a place that encourages members to connect with and uplift each other through peer support and group learning.

It is a community built on peer relationships and quality education for professional women with and without kids, stay at home mums, retirees and young women looking for guidance .

Our social media accounts with over 10,000 followers, has been the primary source of member registration. The platform's new look was introduced with a soft launch in February 2021. Our member numbers have steadily grown with the help of strategic social media campaigns and more recently through targeted FREE events.

COMPANY OVERVIEW

MIS

- Resources, events and community (network) access is completely FREE.
- Our events and information uplift women, providing tools and solutions.
- We celebrate women at all career stages to demonstrate their value.
- Our articles share inspirational stories of STEM women as leaders and entrepreneurs.
- Support for all women (incl. seniors) with EXTRA support for mums and STEM women.
- Peer support encourages problem solving and provides support to stay in STEM into motherhood and senior years.

OTHERS

- Members charged monthly subscription fees for access and pay for each event.
- Their events and information offer support and comfort but NO solutions.
- Mainly celebrate women in senior/executive/manager positions.
- Their articles seldom feature STEM women as leaders and entrepreneurs.
- Support young & single women, some support for mums, little for seniors.
- Limited support to stay in STEM in later years.

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Who are our members?

Professional women aged 25-55 from the UK, Australia, USA and India.

Why should you sponsor this community?

Women make up 50% of the working adult population. According to a Harvard business review article, “Women now drive the world economy.”

From as far back as 2009, they found that women controlled \$20 trillion in annual consumer spending and earned \$13 trillion annually.

According to them,

“women represent a growth market bigger than China and India combined –more than twice as big, in fact. Given those numbers, it would be foolish to ignore or underestimate the female consumer.”

Women are also an untapped market of savvy savers that are ready to start investing to grow their wealth. As they seek higher education, better paying jobs and become senior leaders- the number of female investors seeking companies to invest in increases rapidly.

Men have had 100s of year in senior positions to support, educate and influence the improvement of other men. Women have only started this journey in the last 30 years and are slowly catching up to men in terms of earning potential, financial gains and influence.

How does sponsorship translate to an ROI?

When you sponsor our site or an event, you get to communicate a tailored message, service or product to an audience that is open to listening.

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Through this mechanism, you may deliver consumer engagement through events to:

- test a product or service concept,
- showcase a new collection,
- conduct a consumer study, OR
- any other activity that requires consumer interaction.

When you purchase advertising space on the site or in event material, you create repeat engagement with our members.

You may wish to offer tailored products and services or discounted rates for our members as an incentive to purchase.

We will help you decide the best way to showcase your product or service to our members.

PUBLIC RELATIONS BENEFITS

- It positions your organisation as a supporter of women led initiatives that uplift other women.
- Sponsoring our community platform and events, provides women from all backgrounds with access to free and comprehensive education about investing, financial planning, civil rights, female & reproductive health, stress management and more.
- Your generosity will be highlighted on our Facebook, LinkedIn, Twitter and Pinterest accounts with exposure to > 10,000 followers.

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FUTURE EDUCATION EVENTS

If the current events are not in keeping with your brand you may wish to sponsor one of these future events.

- Basics of financial literacy
- Investing for beginners
- Strategic investment
- Monthly support groups- Working Parents
- Monthly support groups- STEM Community
- Mentor program
- Business Basics

WAYS TO SPONSOR

- Website backlinks
- Featured articles
- Featured jobs
- Website banner
- Event sponsorship
- Speaking opportunities
- Forum sponsor
- Social media exposure

BESPOKE PACKAGES

Please get in touch to discuss a package to suit you,
sponsorship@mumsinscience.net

PANELS & SPONSORED EVENTS

Do you need an **exclusive event**? Talk to us about hosting an event to showcase and present your product or service to our community.