



2024 SPONSORSHIP

SUPPORT WOMEN FROM LOWER ECONOMIC BACKGROUNDS
& BENEFIT YOUR COMPANY PROFILE AND EMPLOYEES

MENTOR♦**HER**



LET'S WORK **TOGETHER**

Mentor Her is seeking dynamic and exciting companies to work with to offer our members the best resources to help them succeed in their careers, business ventures and personal well-being.

Alongside advertising your products and services to our members to help them better manage their personal and professional lives, our sponsors will also be helping women from disadvantaged backgrounds, allowing them to join our six-week social enterprise program.

We offer three partnership packages, for every €200 you invest in marketing with Mentor Her, a Mentee who cannot afford our program fee will be able to get a Mentor and grow their career or business.



WE ARE THE LARGEST ONLINE PLATFORM FOR WOMEN SEEKING MENTORSHIP

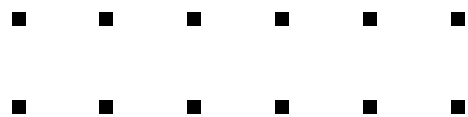
Mentor Her is an Irish private limited company with an address in Dublin 2. Our online social enterprise six-week program has reached women around the world, connecting female Mentors and Mentees to help launch businesses and allow careers to thrive in almost every industry in 43 countries.

Our motto is "supporting women through connection".

2,000+
WOMEN HAVE
TAKEN PART

202+
BUSINESSES
LAUNCHED

215+
WOMEN HAVE
MOVED UP
THE LADDER



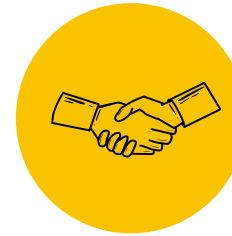
OUR PROGRAMS

Started in 2021, Mentor Her has had over 2,000 women take part in our six-week program social enterprise programs that we run five times a year. Our six week program is an opportunity for women to gain a fresh perspective about their career, getting hand-matched with a Mentor in their industry in entrepreneurship, corporate careers and self-development.

On our program, Mentors sign up voluntary to mentor another woman in their field, while Mentees pay a low fee of €199 for their six-week participation and get all of these resources. In exchange for their time, Mentors receive a range of benefits and have been known to benefit from our program just as much as Mentees.

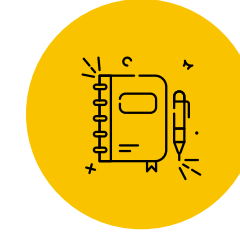
Hundreds of Mentors have joined us to date, including high level executives from top international companies like Google, Intel, Coinbase, Visa and Hubspot alongside entrepreneurs in the retail, fashion, beauty and ecommerce industries. Mentor Her also benefits from a fantastic range of consultant Mentors who specialise in psychology, life coaching, C-suite guidance, HR and finance.

Alongside training and introductions, Mentees and Mentors both receive:



CONNECTION

- Matched with expertise
- 98% effective rate
- 1 hour per week



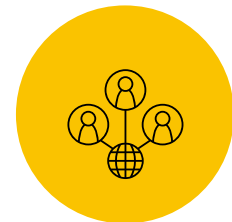
WORKBOOKS

- Ongoing PDF Content
- Weekly
- 4 different categories



WORKSHOPS

- Q&As/workshops online
- Leading experts
- Personal & professional



NETWORKING

- Fortnightly calls
- Exclusive Mentor calls
- Hosted on Zoom



COMMUNITY

- Online support
- Facebook group
- Whatsapp group chat









EVENTS

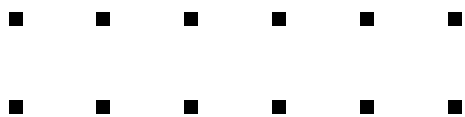
- Sit down lunches and dinners for Mentees and Mentors





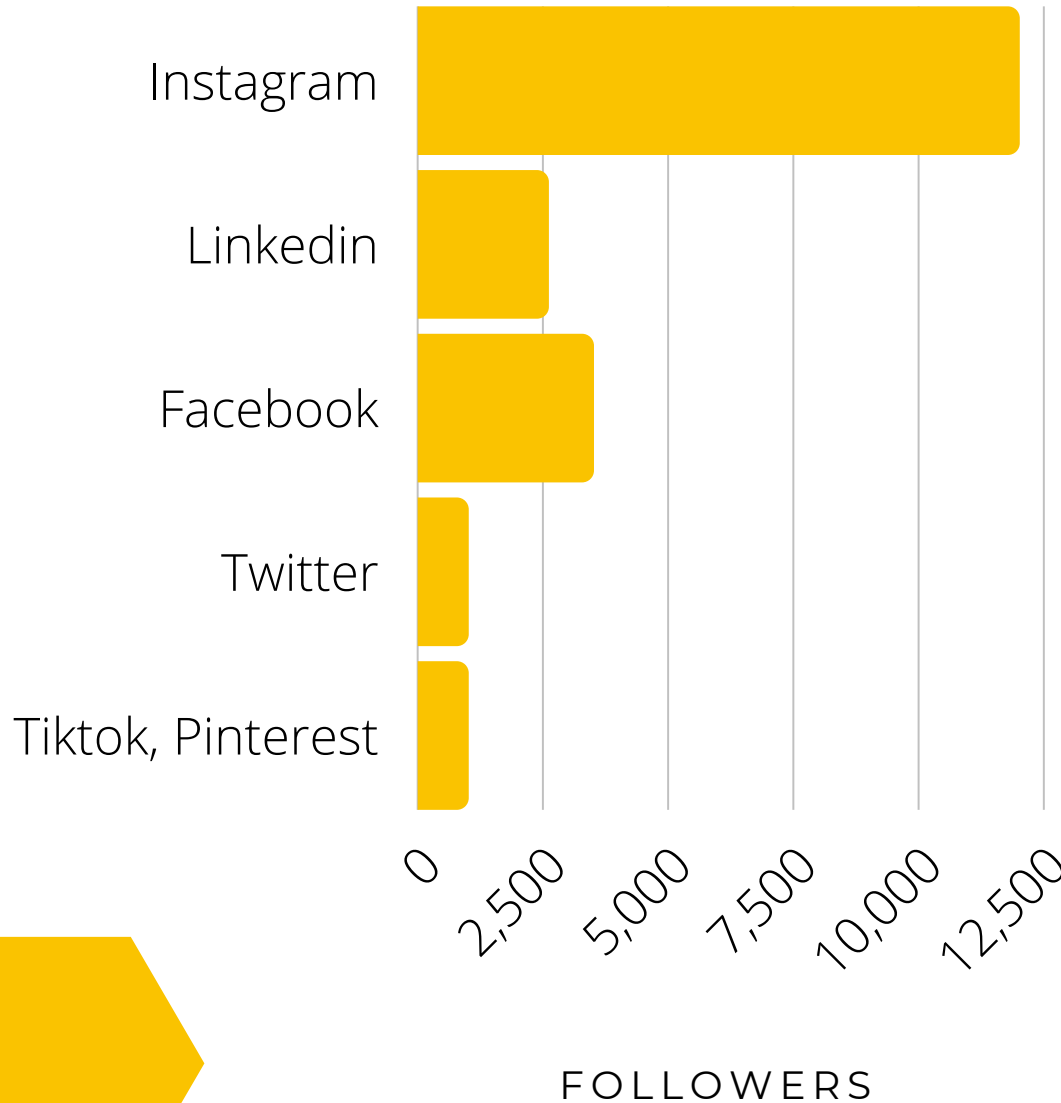
WHY **PARTNER WITH US**

-  Engage with executive women from international companies
-  Align with high-profile entrepreneurs
-  Increase brand awareness
-  Include Mentor Her on your Environmental, Social, Corporate Governance Reports (ESG) and Corporate Social Responsibility (CSR) reports
-  Have your name as a sponsor of a scholarship for women seeking to improve their professional development from lower-economic backgrounds
-  Align your company with a movement of women helping each other through connection



OUR AMAZING COMMUNITY

@MENTORHERGLOBAL



26M
MILLION!

Most Viral Reel
Account Reach
IG JUNE 22

45K

Monthly
Reach

91%

Women

5k

Email
subscribers

9%

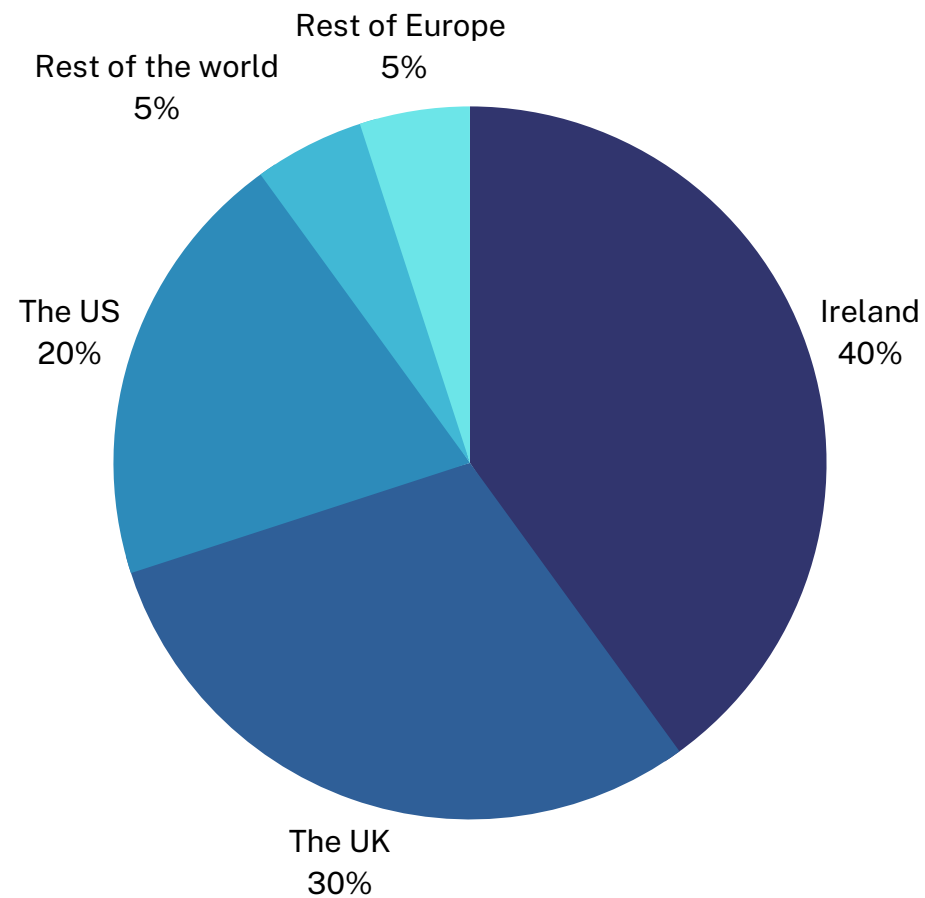
Engagement

20%

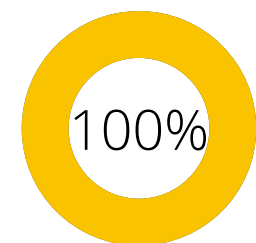
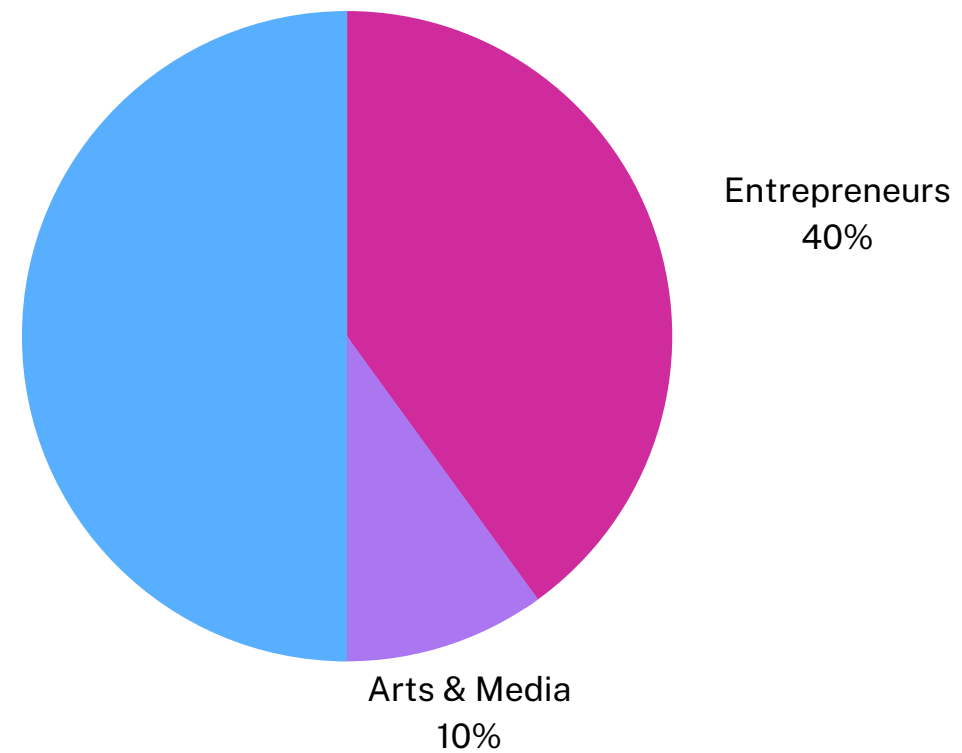
Website
engagement

OUR AMAZING COMMUNITY

BY COUNTRY



BY FIELD



FEMALE

COMMUNITY INSIGHTS



MENTEES

- 40% are mothers or planning to have children
- 38% are self-employed small business owners, coaches and consultants
- 42% are currently in or seeking a corporate role
- 25% are recent college graduates
- 1/3 of all Mentees on our program are supported by our scholarship program with women coming from disadvantaged backgrounds



MENTORS

- 53% are corporate executives from medium to large companies, most operating internationally
- 40% are entrepreneurs and business owners
- 7% are media personalities
- For every six-week program Mentor Her runs, the combined average Instagram follower count for our Mentor Panels is over 200k

With Mentors from:

Google

RTÉ

LinkedIn

Deloitte



penguin



L'ORÉAL

IMAGE

verizon



HubSpot

BDO

facebook

BESPOKE PARTNERSHIPS

We want to help as many women as possible come on our programs to get mentorship. But some women cannot afford our mentorship price of €199 for six weeks. That's why when we partner with brands, we put your money towards helping more women get the help they need. Check out the next page to see what's included in each package.

BRONZE

€398-€995

2-5 Mentees

Join us on our Bronze sponsorship and get your brand in front of entrepreneurs and corporate executives, all while helping 2-5 Mentees succeed in their own careers and businesses. When you sponsor women on our program you'll also receive a testimonial from the woman you helped thanking your company for your support.

SILVER

€1194-€2985

6-15 Mentees

At our Silver sponsorship level, your company can also benefit from a speaker slot in our in-person events, social video content about your brand and the opportunity to have our founder in your office or online talk to your employees about the importance of helping each other in the workplace. All while helping even more women achieve their professional dream!

GOLD

€3980-€5970

16-30 Mentees

Become a Gold Sponsor with Mentor Her and benefit from all the Bronze and Silver benefits alongside having access to a professional and expert coach who can come to your office to host a workshop on a topic of your choice including parenthood, leadership, career decisions and body confidence.

All prices are excluding VAT @ 23%



SPONSORSHIP TIERS

	GOLD	SILVER	BRONZE
Company name & logo on all promotional material (website, print, social)	✓	✓	✓
Monthly posts on social media, curated creative content endorsing your brand	12 months	6 months	4 months
15% off our programs for your staff and employees	✓	✓	✓
Press release inclusion campaign to media outlets, inclusion in email campaigns	✓	✓	✓
Invitations for you and your team to attend each of our events in person and branding of your company at events, including inclusion in goodybags	10 tickets	5 tickets	3 tickets
Speaker slot at in-person events- access to event videography & photography with your logo inclusion	✓	✓	
Keynote speech in your company by Mentor Her founder, Katie Doyle	✓		
Workshop for your company, online or in person on a topic of your choice	✓		

For all sponsors, discounts are available on our corporate program, workshops and keynote speakers alongside right of first refusal on other opportunities

FOR BRONZE & SILVER SPONSORS

GET

15% OFF

**OUR PROGRAMS
FOR YOUR EMPLOYEES**

& help us support women from
disadvantaged backgrounds to
get mentorship in 2024

FOR GOLD SPONSORS

GET

15% OFF

**OUR PROGRAMS
FOR YOUR EMPLOYEES
AND CUSTOMERS**

& help us support women from
disadvantaged backgrounds to
get mentorship in 2024

WHY MENTORSHIP MATTERS

at large

94%

of workers would stay longer if their employer offered more learning and career development opportunities according to LinkedIn.

50%

of employees who are involved in mentoring programs have a higher retention rate than those not involved in mentoring according to MentorCliqu.

71%

of organizations (or more) now use mentoring to some degree according to a *Trend Research Report*.

78%

of women in senior roles have served as a formal mentor at least once in their career according to that same report.

with
Mentor Her

91%

of our corporate Mentees have said their Mentor gave them a clear plan to move their career forward.

88%

of our corporate Mentees reported that our program helped them balance personal and professional life.

75%

of our corporate Mentees said they felt considerably more happier at work after our program.

73%

of our corporate Mentors reported that joining our program helped them expand their own knowledge, too.

WHAT CUSTOMERS SAY

"A Brilliant Experience"



"A brilliant experience! The Mentor Her programme was such a great opportunity. I was matched with an amazing mentor that has given me so much valuable guidance and insights for my newly launched business. Highly recommend!"

-Amy Lockwood

"Fantastic"



"Fantastic mentoring programme, could not recommend it enough. Was matched it with a fantastic mentor. Thank you Mentorher.ie"

-Sarah Zarebinski, Design KNB

"Brilliant Support Material"



"100% recommend the MentorHer Programme being run by Katie Doyle. Such a great concept, brilliant support material for both Mentors & Mentees each week & excellent engagement from Katie & her MentorHer Team. I am enjoying it so much I have already signed up for the programme again in April"

-Claire McGivern

"An Amazing Opportunity"



"An amazing opportunity to be connected to a professional in a field to help your ideas come into life! I was very lucky to work with exceptionally Supportive and encouraging mentor. Couldn't recommend enough"

-Elizabeth Stolbova

"Exceptional"



"The mentor her programme was exceptional. I was lucky to get the opportunity to be mentored by the incredible Marie Gleeson from Navmar Leadership. The coaching sessions were full of real practical exercises and I benefited hugely from each session. The match that the mentor her programme was so spot on and the process was so seamless."

-Edel Ledwith



CONTACT MENTOR•HER



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