



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

143

143+ WOMEN ON THE WAITLIST

LIVE WAITLIST COUNT · ZERO PAID PROMO

THE BROOKE WRIGHT COMMUNITY

24.9K
INSTAGRAM
◉WRIGHT.MODE

11K
TIKTOK
◉WRIGHT.MODE

5K
YOUTUBE
WRIGHT MODE

5.5K
EMAIL
WRIGHT MODE LIST

= 46K+ WOMEN IN TECH, AI + FEMALE FOUNDERS



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 36K 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.

- > 36K+ across instagram + tiktok - a community of women in tech, AI, and female founders (46K+ across all channels)
- > founder of wright mode - AI implementation for female founders since 2022
- > consulted on AI implementation for established personal-brand and haircare clients

THE VIBES YOU'RE INVESTING IN

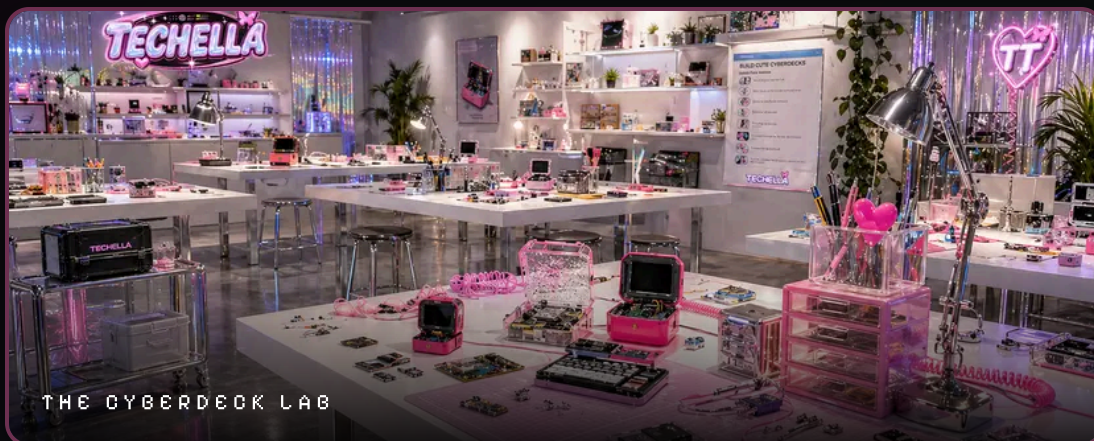
this is the moodboard. Festival Format, y2k-girly, cyberpunk.



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.

THE MENU (PICK ONE OR PITCH US ANOTHER)



FOUNDING

MAINSTAGE TAKEOVER

your name on the stage every attendee sees. opening reel acknowledgement, presenter shoutout, the brand association attached to the stage moments.



FOUNDING

THE PHOTO MOMENT

the installation she queues to take a photo with. you co-design with us; we build it. designed for the attendee's instagram + the recap reel.



PREMIER

SPONSOR VILLAGE BOOTH

your physical space in the village to demo product, sample, or talk to her in person. all-day FootFall from a captive, opted-in audience.



PREMIER

CHARGING BAR

the dead-phone rescue station. branded, photographed, the station every dead phone in the room finds. small footprint, big dwell time.



PREMIER

PANEL CHAIR

you pick a topic with us, we curate the women, you host. positions your brand as the host, not the logo on the banner.



PREMIER

AFTER-PARTY SPONSOR

the dancefloor opens under your name. final hour of the day, highest energy moment, every photo and reel the next morning is your name.



PREMIER

THE STYLING BAR

the styling pit-stop - lashes, hair touch-ups, nails, whatever fits your brand. attendees queue, photograph, leave wearing your moment.



PREMIER

THE HEADSHOT BOOTH

professional pink-lit headshots, taken by a pro, sent to her inbox 24h later - with your brand on the email. the kind of headshot she'll actually want to use on linkedin.



SUPPORTING

GIFT DROP

your product in every welcome bag. 300-500 women, opened on the way in, the first thing she sees.



SUPPORTING

BRANDED SWAG PARTNER

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



SUPPORTING

THE RESET ROOM

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



ANY TIER

CO-PRODUCED CONTENT

THE TIERS

FOUNDING PARTNER

**\$18,000 +
GST**

AUD

LIMIT 2

- ✓ category exclusivity — locked the moment you sign
- ✓ mainstage acknowledgement + opening reel inclusion
- ✓ premium activation slot of your choice (subject to fit)

+ 8 MORE INCLUSIONS

PREMIER PARTNER

**\$9,500 +
GST**

AUD

LIMIT 4

- ✓ category exclusivity within the premier tier
- ✓ mid-tier activation of your choice (booth, charging bar, after-party, etc.)
- ✓ logo on digital touchpoints + printed signage

+ 4 MORE INCLUSIONS

SUPPORTING PARTNER

**\$4,500 +
GST**

AUD

LIMIT 6

- ✓ gift bag inclusion — 300-500 women
- ✓ logo on the sponsor wall + website
- ✓ 2x team passes

+ 1 MORE INCLUSIONS

♥ CAUSE PARTNER

**\$2,500 +
GST**

AUD

LIMIT 4 - WOMAN-FOUNDED BRANDS ONLY

- ✓ gift bag inclusion + 'woman-founded' callout
- ✓ logo on the sponsor wall + website
- ✓ 1x team pass

PAY 100% UPFRONT, UNLOCK THE BONUS PACK

standard terms are 30% on signing, 30% sixty days out. brands that pay in full at signing unlock these extras - zero-cost to us, real upside for you.

FOUNDING PARTNER

♥ UNLOCK IF 100% UPFRONT

- + naming rights to a specific zone - 'the (BRAND) photo moment', '(BRAND) sponsor lounge', etc. (you pick, subject to fit)
- + +3 extra VIP passes (13 total)
- + year 2 renewal at year 1 price + CPI adjustment (lock the rate, only inflation passes through)

PREMIER PARTNER

♥ UNLOCK IF 100% UPFRONT

- + +3 extra VIP passes (8 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 team passes (4 total)
- + branded inclusion in our pre-event 'meet the partners' reel (not just a logo on the wall)

CAUSE PARTNER

♥ UNLOCK IF 100% UPFRONT

- + +1 extra team pass (2 total)
- + featured spotlight in our 'woman-founded brands' content piece

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.

SPONSORS@TEHELLAFEST.COM

<OPENS YOUR MAIL>

