

Girls' Day Partners and Sponsors

Lányok
~Nőpja®



“Every girl deserves to take part in creating the technology that will change our world and change who runs it.”

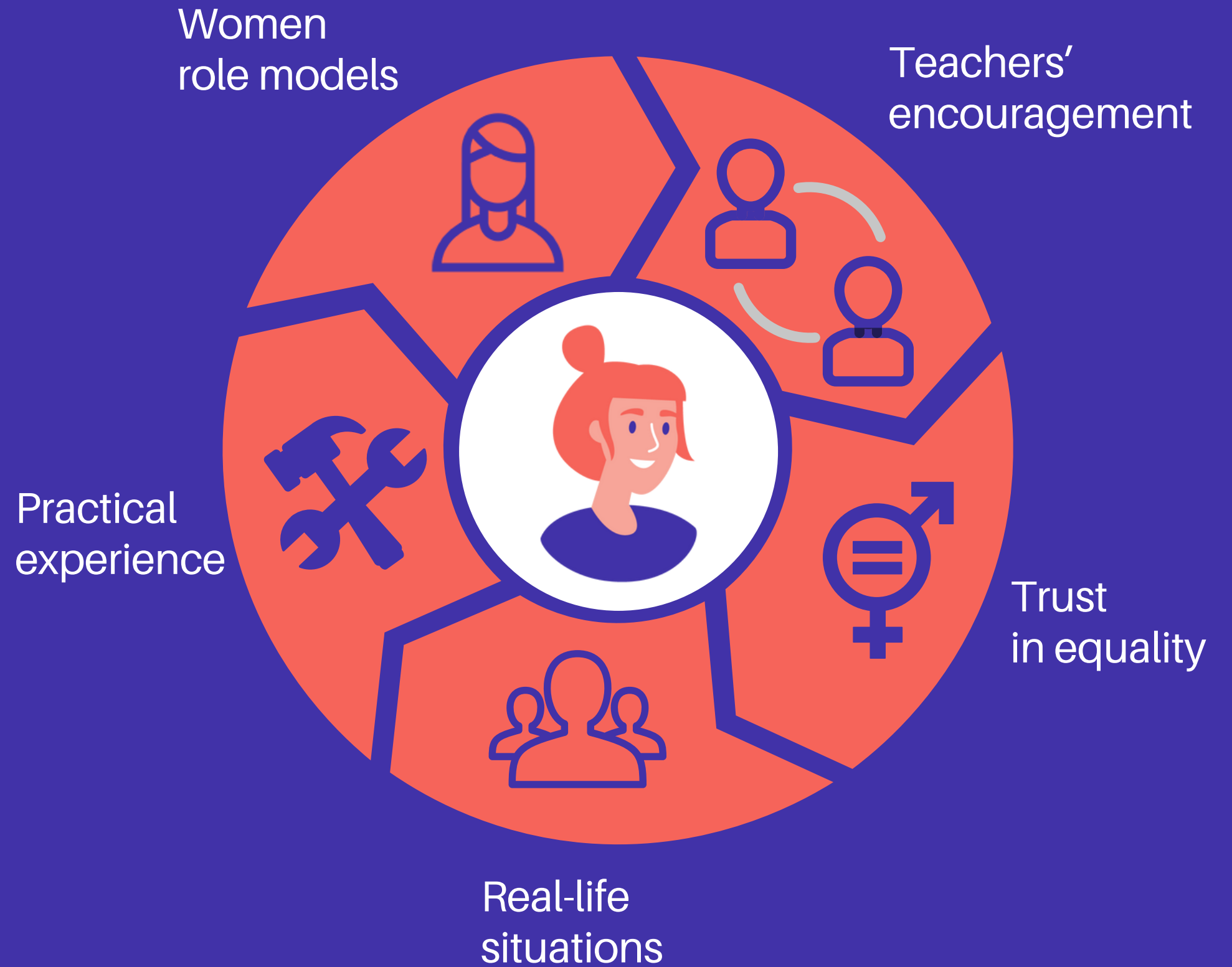
Malala Yousafzai, Nobel Peace Prize winner

Meet Lili!

Lili is 14 years old. She has little free time besides school, she is a member of the high school's drama group. Her favorite subject is natural science, for the summer holliday her parents enrolled her in a coding camp. She is curious and has a lot of questions. She has big, bold ideas for the world and unique ways to express them, but she still lacks self confidence.



What can motivate girls to choose STEM careers? *



*Based on a 2017 research by Microsoft

What we do

Is there anything wrong with dreaming big? Definitely not. Yet, girls rarely dream of being computer scientists, physicists, or space researchers.

This is what Girls' Day can help with. The careers in science, technology, engineering and math - **STEM** - are unbelievably beautiful and exciting, and we would like to show young girls all the possibilities inherent in these careers.

Our definite goal is that young people move boldly and confidently towards **STEM**, increasing their sense of confidence and positioning them to be changemakers in their communities.



In 14 years we have become the most popular career orientation event for girls in the country

Lányok
Nápjá[®]



21 300 +

participants inspired towards STEM fields



600+

inspiring role models at host companies and institutes



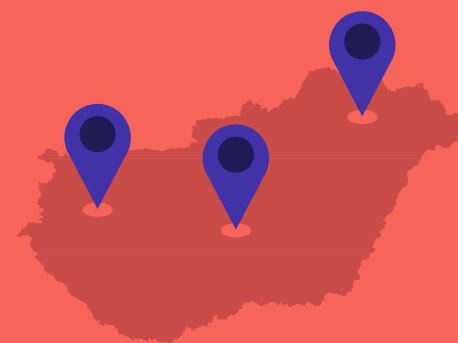
1 500+

volunteers



190

innovative companies and institutes as a host



40+

cities where we held a Girls' Day program



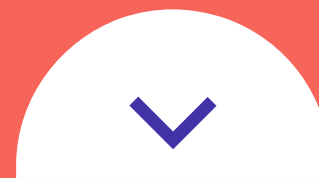
800+

teachers are in direct contact with us



1 500

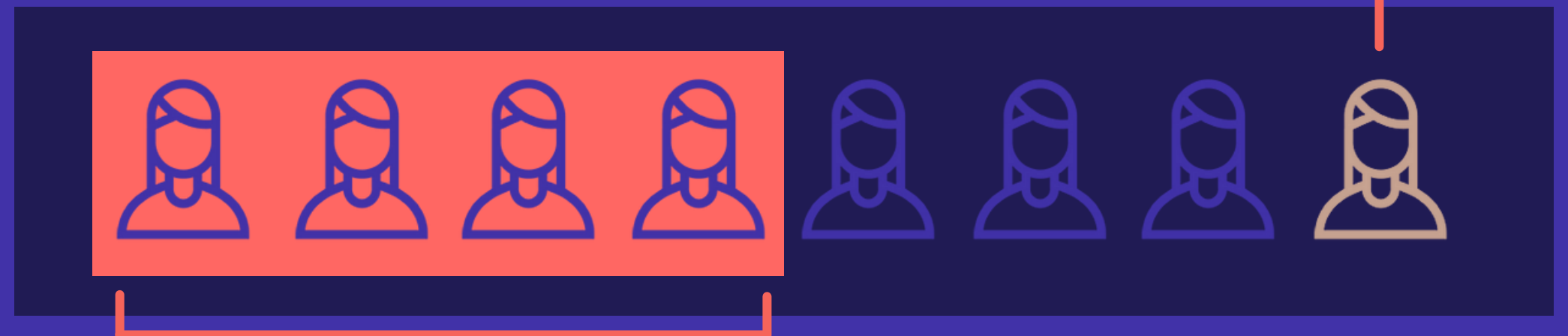
press releases



What was **Lányok Napja** like?

We asked participants from the last 10 years

Every 8th got into contact with the host company - applied there, went to an open day, was an intern etc.



Half of the girls had a very positive impression about the host company that they visited and could imagine that they would work there

89.9% of respondents would recommend Girls' Day

The same percentage of the girls searched on the Internet afterwards for the company.

Girls' Day is a good way of recruitment, PR and employer branding for targeting future employees.



The network of our partners and donors helps us to make difference

ABB, Accenture, Arm, Audi, AVL, Becton Dickinson, Bitrise, BlackRock, BMW Group, Cambridge Mobile Telematics, Caterpillar, Cetin, Citi, Cloudera, Coca-Cola, Colas, Coloplast, Codecool, Continental, Deutsche Telekom, DXC, E.ON, Erste Bank, evopro, GE Aerospace, GE HealthCare, GE Vernova, Google, Grundfos, Hydro, Jaguar Land Rover, Knorr Bremse, KPMG, Kyndryl, LEGO, Magyar Telekom, memoQ, Mercedes, MOL, Morgan Stanley, MSCI, Nokia, OTP Csoport, Procter & Gamble, Richter Gedeon, Robert Bosch, Rolls-Royce, SAP, Silicon Laboratories, Strabag, SUEZ, SuperCharge, Yettel

Budapest University of Technology and Economics (BME), Corvinus University of Budapest, HUN-REN - Hungarian Research Network, University of Debrecen, Eötvös Loránd University, Óbuda University, University of Szeged, University of Pannon, University of Pécs, Szent István University, John von Neumann University, University in Miskolc,



**The show must
go on!**



Girls' Day 2025

Hungarian Girls' Day on 10/04/2025

Lányok
Napja®

- The country's most inspiring companies, universities and research institutes throw their doors wide open to girls
- The host companies welcome girls from upper elementary school and high school with the involvement of their staff
- Each host company is created its unique program so girls can learn new professions during the day



Girls' Day 2025

Girls' Day Festival in October 2025



- ✓ Thought leaders, activists and impactful speakers delivering insight and inspiration into the world of **STEM**
- ✓ Interactive workshops that reinforce professional and self knowledge skills
- ✓ Introduction of **STEM** professions
- ✓ Girls' Day Changemakers - Girls' Day Ambassadors and Smartfluencers delivering powerful "Girl Talks" modeled after TED Talks
- ✓ Participants from across the country and abroad - Girls' Day Festival with 449 participants in 2024

- ✓ Programs for high school and college girls and our partners alike



If you join the Girls' Day 2025 series of events, these are waiting for you

+ Engage

You can get to know Generation Z through the participants who will be the target group of the future job market

+ Connect

You can contact our partners, big thinkers, corporate leaders to learn how we can have collective impact on gender equality

+ Share

You can share your knowledge and experience with the younger generation

+ See

You can gain insight into the Girls' Day Ambassador Program and you can find out what motivates Gen Z

+ Hear

You can learn about the latest "girls in **STEM**" research

+ Build

Besides building the employer brand through corporate social responsibility taking part in our programs means a great opportunity for recruitment

What kind of support do we provide?

- + **KNOW-HOW** for program planning for host companies with suggestions and best practices
- + **DIRECT ACCESS** to thousands of high school girls directly
- + **PROMOTION MATERIALS** for every host company
- + **TARGETED COMMUNICATION** for the girls nationwide
- + **MANAGING THE REGISTRATION** for girls applying to the program
- + **COMPANIES' LOGO PLACED** on the Girls' Day website
- + **MONITORING AND EVALUATING** behavior change among attendees, employees using own methodology



Schedule of the Girls' Day 2025 event



03/03

Contracting
deadline

03/03

Organizing target groups
for the Spring event

07/03

Final deadline of
programs

17/03

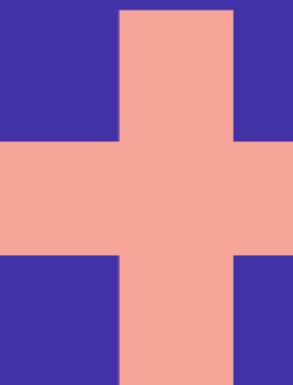
The application opens for
the girls

10/04

Girls' Day 2025 - Spring event

October
2025

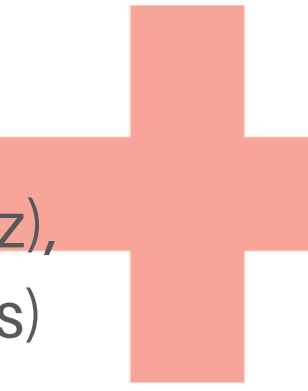
The time and schedule of the Autumn event
will be fixed afterwards





Main sponsor




- ✓ Participation in the Spring and Autumn Girls' Day event
 - ✓ Appearing as the main sponsor of the Girls 'Day 2024 Autumn event
 - ✓ Mention of the company as the main sponsor on the event website, newsletter and event venue
 - ✓ Mention in a minimum of 2 pre-event posts on Girls' Day social media accounts
 - ✓ Welcome video with a company representative that will be played upon entrance to the event
 - ✓ Opportunity to give an inspiring presentation to the target audience - maximum 20 minutes
 - ✓ Playing a 30-seconds promotional video to the target audience before the inspiring presentation
 - ✓ Mention of the name of the company in a program hosted by your company (professional workshop, career panel discussion etc.)
 - ✓ Premier placement in the exhibit hall
 - ✓ Sponsorship of gamification (e.g. treasure hunt, quiz), offering prizes (e.g. promotional, giveaway products)
 - ✓ Mood video with interview option- shortened and edited version of the recorded program
 - ✓ Based on our 10 years experience, we organize a 2-3 hour preparation workshop for your employees to make Girls' Day a long-lasting experience for everyone
- 





Leader sponsor



- ✓ Participation in the Spring and Autumn Girls' Day event
 - ✓ Mention in a minimum of 2 pre-event posts on Girls' Day social media accounts
 - ✓ Mentioning your company's name on a program hosted by you
 - ✓ Opportunity to host a career panel discussion with inspiring representatives from your company or holding workshop at the Autumn Girls' Day event
 - ✓ Playing a 30-second promotional video to the target audience before the career panel discussion
 - ✓ Sponsorship of gamification (e.g. treasure hunt, quiz), offering prizes (e.g. promotional, giveaway products)
 - ✓ Placement in the exhibit hall
 - ✓ Placement of the company's logo on the event venue
 - ✓ Appearance in the mood video
 - ✓ Newsletter with your company's content (optional)
- 



Changemaker Plus

- ✓ **Participation in the Spring Girls' Day event**
- ✓ Know-how for program planning for host companies with suggestions and best practices
- ✓ Targeted communications, direct access to thousands of high school girl
- ✓ Managing the registration
- ✓ Monitoring and evaluating - behavior change among attendees, employees using own methodology
- ✓ **Participation in the Autumn Girls' Day event**
- ✓ Placement in the exhibit hall in the Autumn Girls' Day event
- ✓ Placement of the company's logo on the event venue
- ✓ Appearance in the mood video
- ✓ Sponsorship of gamification (e.g. treasure hunt, quiz), offering prizes (e.g. promotional, giveaway products)



Changemaker on 10/04/2025



- ✓ Participation in the Spring Girls' Day event
- ✓ Placement of the company's logo on the official Girls' Day website
- ✓ Sponsorship of gamification (e.g. treasure hunt, quiz), offering prizes (e.g. promotional, giveaway products)
- ✓ Know-how for program planning for host companies with suggestions and best practices
- ✓ Targeted communications
- ✓ Managing the registration
- ✓ Direct access to thousands of high school girl
- ✓ Monitoring and evaluating - behavior change among attendees, employees using own methodology





Leader sponsor/ Changemaker extra

Participation in the video campaign



One video package contains 3 videos on the following topics:

- ✓ a profession presented with narration - 60 sec video
- ✓ short daily vlog - 20 sec video
- ✓ Q&As about the STEM professions - 30 sec video

The video package includes the complete briefing, on-site assistance for the recording, technical equipment, video editing and the compilation of the whole video. Please contact us for more details!

Fees:

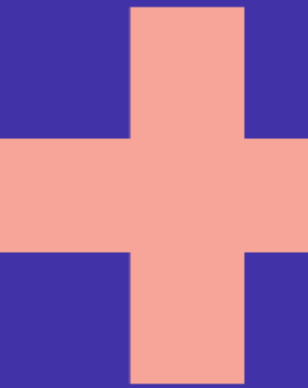
**Changemaker's/Leader
sponsor's Fee
+ HUF 450,000**



Additional services



- + Autumn Girls' Day event photography - Professional photographer, taking 30 selected, edited photos about the event **from HUF 180,000**
- + Autumn Girls' Day event video - Professional cameraman making a video about the company's program , 1-2 minute mood-video as required **HUF 500,000 - 850,000**
- + Prep workshop - Based on our 10 years experience we organize a 2-3 hour preparation workshop for your employees, to make Girls' Day a long lasting experience for everyone **from HUF 250,000**



Invest in the future of girls!

The next 10 years of progress starts today
Are you with us?



Fanni Szigeti
+36 30 656 1489

Lucia Hódosy
+36 20 936 1365

lanyoknapja@nokatud.hu

lanyoknapja.hu

