



## **2015 Standard Sponsor Benefits**

### **“LEAD ON: Watermark Silicon Valley Conference for Women”**

(Guidelines Only – ALL Sponsorships Are Designed To Address Specific Goals and Objectives)

#### **Investment Parameters:**

Most sponsorship investments range from \$15,000 to \$150,000 and each partnership contains a combination of standard benefits as well as customized elements. A brief needs analysis discussion is required to understand specific objectives and identify the right partnership for your review and consideration. The Conference is a not-for-profit 501 c 3 organization.

#### **Branding & Marketing Elements:**

- Inclusion in comprehensive marketing outreach sent to approximately 500,000 women in the region – including e-newsletters, emails, and social media marketing activity
- Dedicated Facebook posts and Tweets supporting sponsor messaging and acknowledging Conference sponsorship
- Banner / logo and link on Conference website
- Verbal recognition from main stage during General Sessions
- Brand inclusion ON attendee tote bag distributed to all 4,500 guests
- Inclusion of marketing material INSIDE tote bags
- Logo inclusion on sponsor page of conference program
- Quarter-page / Half-page / Full-page advertisement inside conference program
- Logo inclusion on signage throughout venue
- Logo inclusion on large screens in General Session
- Link to information about corporate culture and job openings on Conference website
- Logo inclusion in earned print and online advertising running to drive ticket sales
- Inclusion in press releases and media advisories
- Right to use Conference logo in company generated PR and advertising

#### **Speaking Benefits / Thought Leadership:**

- Main Stage speaking opportunities during General Sessions
- Opportunity to distribute material or item at all seats in General Sessions
- Opportunity to introduce one of the keynote speakers
- Opportunity for a company executive to participate as a panelist in a breakout session
- Opportunity for a company executive to participate as a host of a breakout session
- Opportunity for a company executive to lead a dedicated “expert exchange” centered on a topic that aligns with our agenda and your corporate areas of interest
- Opportunity to brand an agreed upon breakout session including signage, information distribution to attendees and promotion within the Conference program book
- Opportunity to make remarks at VIP Reception the night before the Conference
- Branding of an online teleclass offered at no charge to our entire supporting network of 500K women in the region (average participation between 250 and 500 women)
- Video posting of executive interview on the Conference website
- Opportunity to speak on an agreed upon topic on the Power Stage in the Expo Hall
- Ability to include a 750-word article including an image in agreed upon monthly e-newsletters – these communications are shared with our supporting organizations and are centered around monthly themes including Innovation, Health & Wellness, Leadership, Networking, Risk Taking and more

### **Tickets and VIP Program Elements On Event Day:**

- Exhibit Hall positions ranging from 10x10 to large island positions measuring 40x40 depending upon goals for attendee interaction (recruitment, product display, database building, community support for organizations important to your company...)
- Entitlement of various “content” areas including Health & Wellness Pavilion, Career Pavilion, Technology Pavilion, Small Business Pavilion, Community Corner, etc.
- Private breakfast or end of day reception for your company’s attendees including table settings, podium with microphone and light catering to facilitate a networking event or other gathering
- VIP Tickets -- reserved tables of ten in General Sessions (located in first 15-20 rows) for your employees, clients, or community partners
- Tickets to VIP Reception on night before Conference – this reception is for sponsors, board members, speakers and other VIP’s
- Opportunity to work with our Program Director and Development Director to create a custom private event at your location on an agreed upon date during the year – Conference will provide and handle all travel and compensation for a speaker to address employees and / or customers on topic of your choice
- VIP parking spaces on Conference day

Other custom elements are available based on your specific objectives and budget requirements. Thank you for your interest and consideration. Please contact Marlyse Fant, Development Director for the Silicon Valley Conference for Women, for more information:

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