



February 23, 2018 San Jose Convention Center

2018 Base-Partnership Sponsor Benefits

(Guidelines Only – These base elements can be incorporated in certain partnerships, but **ALL** sponsorships are fully customized to address your key objectives while staying within budget)

Investment Parameters:

On average, most sponsorship investments range from \$20,000 to \$75,000 and each partnership contains a combination of standard benefits listed here as well as customized elements (for example, clients may activate around certain Conference programming elements, networking components, receptions, food and drink activations, invite members of the conference community to their offices to hear from their internal speakers on an interesting topic, participate in a unique charity fundraiser or other unique way to bring their partnership to life).

A brief needs analysis call is required to understand your specific objectives and identify the right partnership for your review and consideration. Each Conference is a not-for-profit 501 c 3 organization and your sponsorship investment is tax deductible to the extent allowed by law.

Most partners fund their sponsorships through one of more of the following: HR, Sales & Marketing, Talent Acquisition, Diversity & Inclusion, PR, Communications, Learning and Development. We can provide you with suggestions and best practices for your internal funding process.

Branding & Marketing Elements:

- Inclusion for your company branding in comprehensive marketing outreach sent to supporting organizations in the region – including e-newsletters, emails, and social media marketing activity
- Dedicated Facebook posts and Tweets supporting sponsor messaging and acknowledging Conference sponsorship – typically used to promote a specific part of your partnership that you wish to highlight (like a speaker from your company, an interesting exhibit hall element you're presenting, etc)
- Banner / logo and link on Conference website
- Verbal recognition from main stage during General Sessions
- Brand inclusion ON outside of the attendee tote bag distributed to all Conference guests
- Inclusion of branded item 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 Keynote Sessions
- 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 with approval from Conference executive director



WATER MARK

CONFERENCE
FOR WOMEN
SILICON VALLEY

watermarkconferenceforwomen.org

Speaking Benefits / Thought Leadership:

- Main Stage speaking opportunities during General Keynote Sessions
- Opportunity to distribute material or item at all seats in General Keynote Sessions
- 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 sponsor-designed “expert exchange” session in the afternoon, 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 1 Million women in the region (average participation between 250 and 1000 women)
- Opportunity to speak on an agreed upon topic in the Health & Wellness Classroom, Small Business Classroom, Career Pavilion or elsewhere in Expo Hall
- Ability to include a 750-word article or exec interview including an image in agreed upon monthly newsletters - these communications are shared with our supporting community

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, Young Women’s Initiative, etc.
- Private breakfast or end of day reception for your company’s attendees including table settings, A/V equipment 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
- Scholarship tickets donated in your company name – all recipients will have a badge that says “Guest of Your Company Name”

Extending the Partnership Beyond Conference Day:

- Opportunity to present one or a series of monthly teleclasses to entire CA Conference for Women network on topic agreed upon with our Program Director that aligns with YOUR internal initiatives
- Opportunity to work with our Program Director and Development Director to create a custom private event at your location with one of our speakers to address employees and / or customers on an agreed upon topic
- Ability to promote an internal speaker of YOURS to our conference community to drive attendance to your location

Other custom elements are available based on your specific objectives and budget requirements. Thank you for your interest and consideration.

For more information please contact:

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