

# JOINING VOICES

*Leaders for equity*

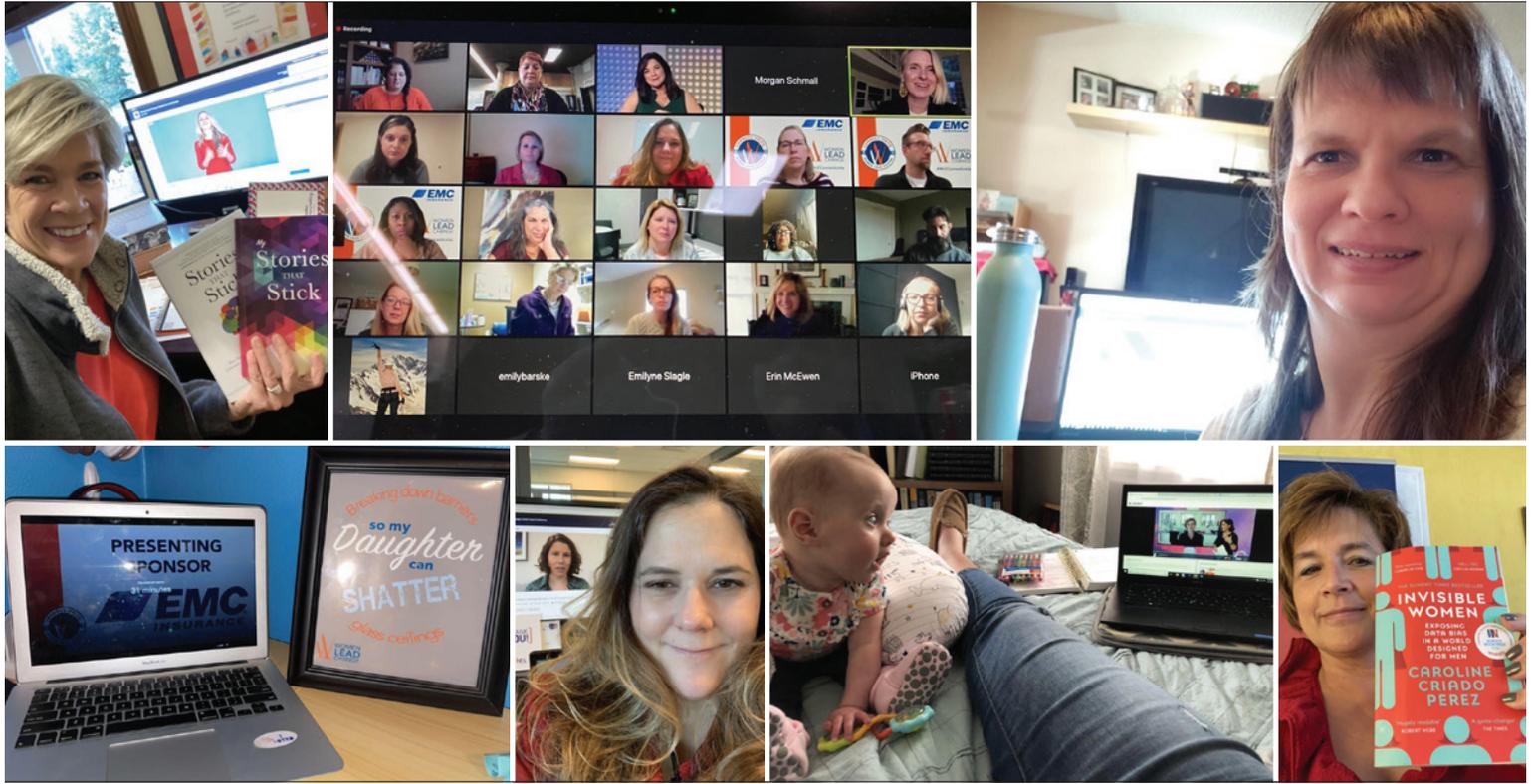
WOMEN LEAD CHANGE 2021



Engage your market, better your community and develop your workforce

[wlcglobal.org](http://wlcglobal.org)

**“The virtual platform was so seamless and perfect. Best conference ever! Thank you for still pushing forward with the conference in 2020, it was everything I needed to get out of a career rut.”**



# 2021 CENTRAL IOWA CONFERENCE

## OCTOBER 27-28

HYBRID EVENT WITH IN-PERSON AND VIRTUAL OPTIONS AVAILABLE

### 2021 PROGRAMMING

Keynote speakers: Luvvie Ajayi Jones, Selena Rezvani, Jennifer Pastiloff, Gayle Tzemach Lemmon

Breakout Sessions

CEO Forum

Virtual VIP Meet & Greet

Networking

Exhibitors

### TICKETS

\$550/person

### WEBSITE

<https://www.wlcglobal.org/events/2021-central-iowa-conference/>

### PRODUCED BY

IWLC d/b/a Women Lead Change, a nonpartisan, 501(c)3 non-profit organization dedicated to the development, advancement, and promotion of women, their organizations, and to impacting the economy and future workforce.



| LEVEL                                | INVESTMENT | BENEFITS   |   |
|--------------------------------------|------------|--|---|
| <b>PRESENTING</b><br><b>SOLD</b>     | \$35,000   | <ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Conf. committee chair</li> <li>• Speaking opportunity</li> <li>• News releases</li> <li>• Virtual booth</li> <li>• Promo materials</li> <li>• Advertising</li> </ul> | <ul style="list-style-type: none"> <li>• Collateral</li> <li>• Website/social media</li> <li>• Event app</li> <li>• Commercial</li> <li>• Hospitality</li> <li>• 20 in-person/10 virtual tickets</li> </ul> |
| <b>PLATINUM</b>                      | \$25,000   | <ul style="list-style-type: none"> <li>• Speaking opportunity</li> <li>• Virtual booth</li> <li>• Promo materials</li> <li>• Collateral</li> <li>• Website/social media</li> </ul>   | <ul style="list-style-type: none"> <li>• Event app</li> <li>• Commercial</li> <li>• Hospitality</li> <li>• 10 in-person/8 virtual tickets</li> </ul>  |
| <b>CEO FORUM</b><br><b>SOLD</b>      | \$15,000   | <ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Speaking opportunity</li> <li>• Virtual booth</li> <li>• Promo materials</li> <li>• Website/social media</li> </ul>  | <ul style="list-style-type: none"> <li>• Event app</li> <li>• Commercial</li> <li>• Hospitality</li> <li>• Collateral</li> <li>• 8 in-person/6 virtual tickets</li> </ul>                                   |
| <b>GOLD</b>                          | \$15,000   | <ul style="list-style-type: none"> <li>• Promo materials</li> <li>• Collateral</li> <li>• Website/social media</li> <li>• Onstage presence</li> </ul>  | <ul style="list-style-type: none"> <li>• Commercial</li> <li>• Hospitality</li> <li>• 8 in-person/6 virtual tickets</li> </ul>  |
| <b>LUNCHEON</b><br><b>SOLD</b>       | \$10,000   | <ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Virtual booth</li> <li>• Promo materials</li> <li>• Website/social media</li> <li>• Collateral</li> </ul>  | <ul style="list-style-type: none"> <li>• Event app</li> <li>• Commercial</li> <li>• Hospitality</li> <li>• Onstage presence</li> <li>• 6 in-person/4 virtual tickets</li> </ul>                             |
| <b>VIRTUAL STREAM</b><br><b>SOLD</b> | \$10,000   | <ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Virtual booth</li> <li>• Promo materials</li> <li>• Website/social media</li> <li>• Collateral</li> </ul>  | <ul style="list-style-type: none"> <li>• Event app</li> <li>• Commercial</li> <li>• Hospitality</li> <li>• Onstage presence</li> <li>• 6 in-person/4 virtual tickets</li> </ul>                             |
| <b>DISCUSSION GUIDE</b>              | \$10,000   | <ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Collateral</li> <li>• Promo materials</li> <li>• Website/social media</li> </ul>   | <ul style="list-style-type: none"> <li>• Hospitality</li> <li>• Commercial</li> <li>• 6 in-person/4 virtual tickets</li> </ul>  |
| <b>SILVER</b>                        | \$10,000   | <ul style="list-style-type: none"> <li>• Collateral</li> <li>• Promo materials</li> <li>• Website/social media</li> </ul>  | <ul style="list-style-type: none"> <li>• Hospitality</li> <li>• Commercial</li> <li>• 6 in-person/4 virtual tickets</li> </ul>  |
| <b>STUDENT TRACK</b><br><b>SOLD</b>  | \$10,000   | <ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Commercial</li> <li>• Hospitality</li> <li>• Website/social media</li> <li>• Collateral</li> </ul>   | <ul style="list-style-type: none"> <li>• Event app</li> <li>• Virtual booth</li> <li>• Promo materials</li> <li>• Onstage presence</li> <li>• 6 in-person/4 virtual tickets</li> </ul>                      |
| <b>VIP RECEPTION</b><br><b>SOLD</b>  | \$7,500    | <ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Promo materials</li> <li>• Website/social media</li> <li>• Commercial</li> </ul>   | <ul style="list-style-type: none"> <li>• Hospitality</li> <li>• Collateral</li> <li>• 5 in-person/3 virtual tickets</li> </ul>  |
| <b>BRONZE</b>                        | \$7,500    | <ul style="list-style-type: none"> <li>• Promo materials</li> <li>• Website/social media</li> <li>• Collateral</li> </ul>  | <ul style="list-style-type: none"> <li>• Hospitality</li> <li>• 3 in-person/2 virtual tickets</li> </ul>  |
| <b>PATRON</b>                        | \$5,000    | <ul style="list-style-type: none"> <li>• Promo materials</li> <li>• Website/social media</li> </ul>  | <ul style="list-style-type: none"> <li>• Hospitality</li> <li>• 2 in-person/2 virtual tickets</li> </ul>  |
| <b>FRIEND</b>                        | \$2,500    | <ul style="list-style-type: none"> <li>• Website/social media</li> <li>• Hospitality</li> </ul>  | <ul style="list-style-type: none"> <li>• 2 in-person/1 virtual ticket</li> </ul>  |

We believe in customizing a sponsorship package that works for you. Levels range along with the types of benefits offered.

- **Naming rights:** Attach your company name or brand to a specialty area.
- **Speaking opportunity:** Introduce a keynote speaker
- **Promo materials:** Official program and/or flyers
- **Advertising:** Radio, television, online and print
- **Website/social media:** Logo on conference page on [WLCglobal.org](http://WLCglobal.org). Active and high volume engagement with all social media channels.
- **Event app:** Logo recognition with link for additional on-site impressions
- **News releases:** Name recognition in news releases issued by Women Lead Change
- **Commercial:** 30-second company produced commercial aired during conference
- **Collateral:** Provide branded promotional products to conference attendees
- **Hospitality:** Invitations to exclusive events, meet and greets
- **Conference benefits:** Investing in professional development for your employees gives your company a competitive advantage, increased employee loyalty, and decreased turnover

**“Every session was packed with great information. I laughed, I cried. I’m very grateful to have attended.”**

## 2020 CENTRAL IOWA ALL ACCESS CONFERENCE INSIGHTS

**904**

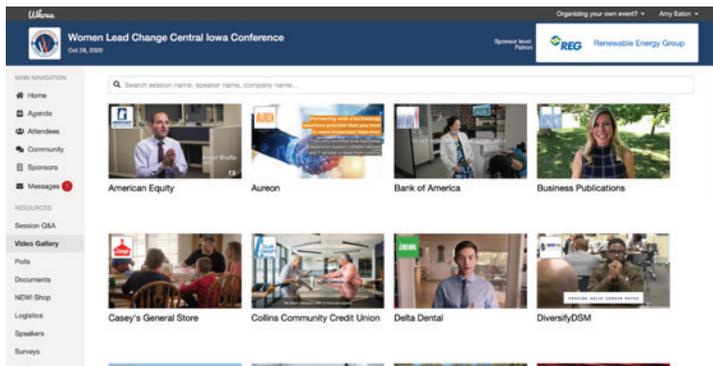
attendees from

**25**

states

### Top 5 states

-  IOWA
-  ILLINOIS
-  OHIO
-  PENNSYLVANIA
-  TEXAS



**“I really appreciated the diversity and the intersectionality. Equity issues cross gender, race, ethnicity, sexuality, all of it. I felt that this year, especially, your choice in speakers was intentional to that end and it resonated well.”**

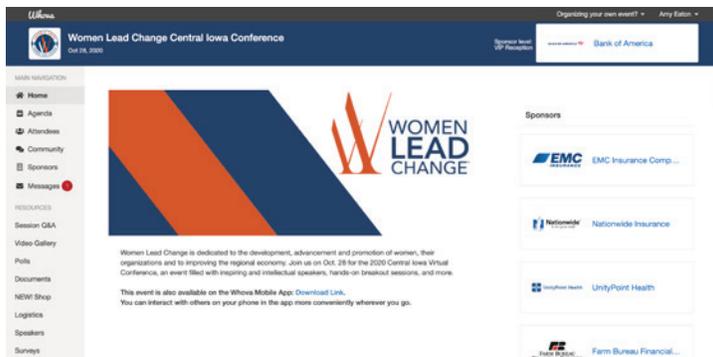
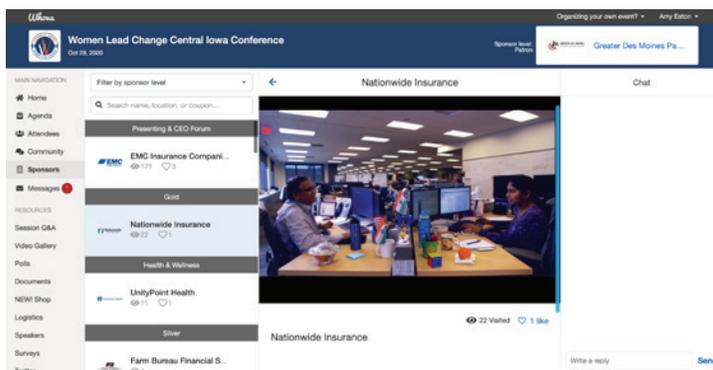
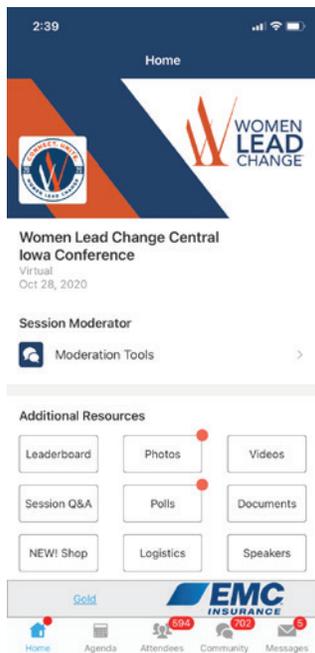


**92%** Overall Whova Download Rate

**280,140**

Total Sponsor Impressions

Sponsor impressions are when an attendee clicks either on the sponsor banner or navigates to the sponsor’s additional resources. Each view is counted toward the sponsor impressions total.



# THANK YOU TO OUR 2020 SPONSORS!

PRESENTING



CEO FORUM



GOLD



HEALTH & WELLNESS



STUDENT TRACK



SILVER



VIRTUAL STREAM



DIVERSITY EQUITY & INCLUSION



BRONZE



VIP RECEPTION



PATRON



SCHOLARSHIP



FRIEND



## BI-ANNUAL SPONSORS



wlglobal.org

## WHY SPONSOR

- Engage with a consumer base of hundreds of women business professionals through an interactive virtual experience
- Be an active contributor to womens' workforce development efforts
- Align your brand with an organization devoted to the development, advancement and promotion of women
- Reach your target audience through multiple marketing and promotional opportunities