

JOINING VOICES

Leaders for equity

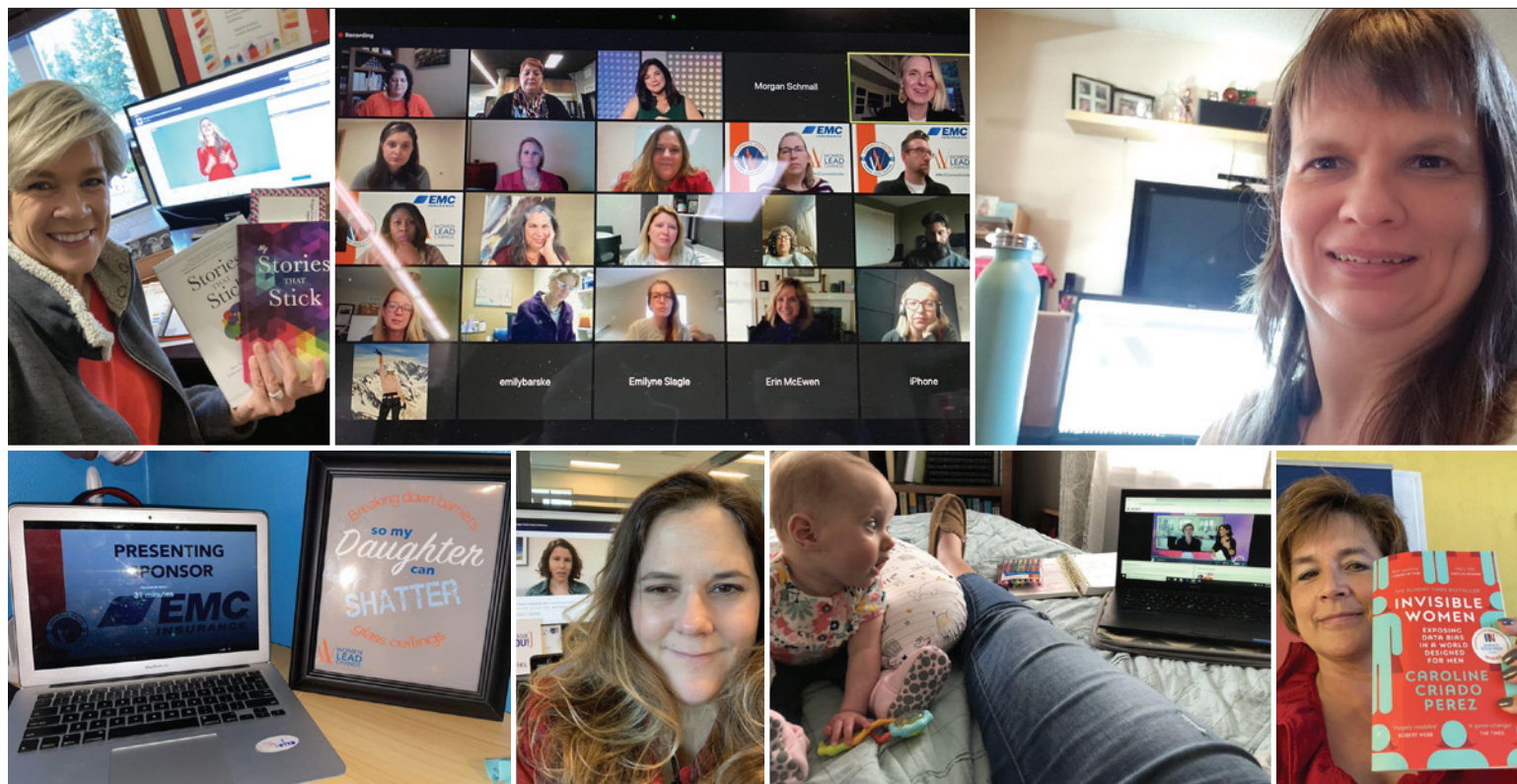
WOMEN LEAD CHANGE 2021



Engage your market, better your community
and develop your workforce

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

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

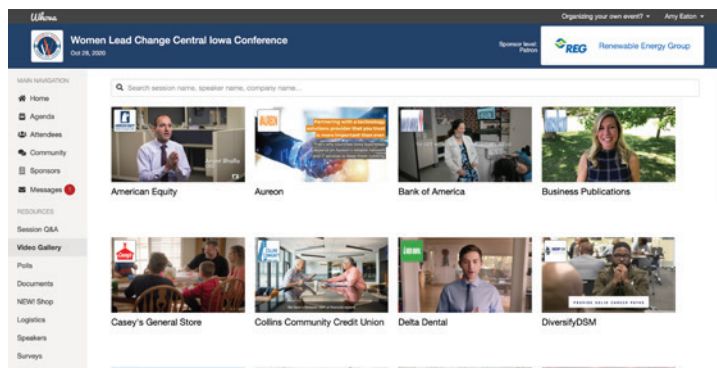
- **Naming rights:** Attach your company name or brand to a specialty area.
- **Speaking opportunity:** Introduce a keynote speaker
- **Promo materials:** Official program and/or flyers
- **Advertising:** Radio, television, online and print
- **Website/social media:** Logo on conference page on WLCglobal.org. 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

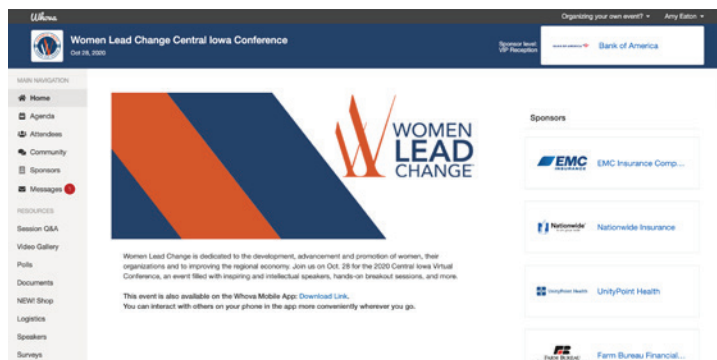
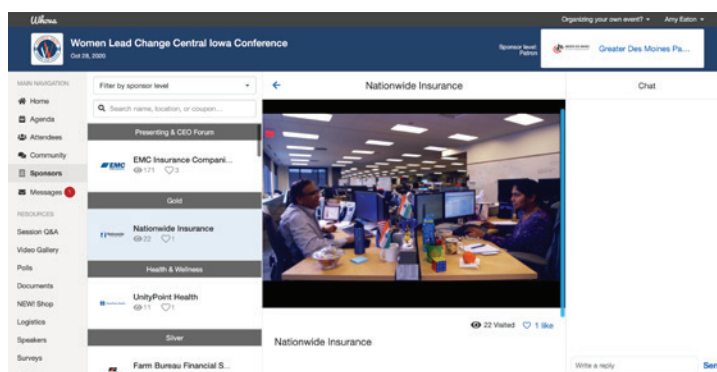
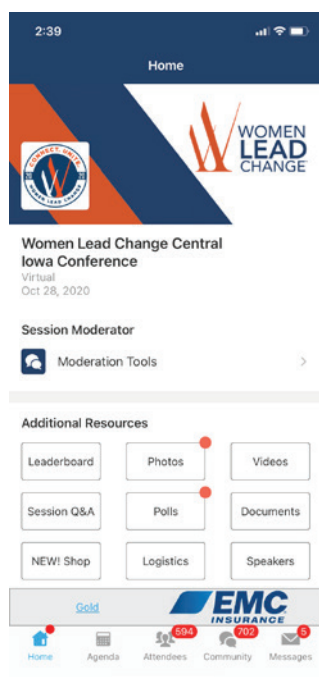


"I really appreciated the diversity and the intersectionality. Equity issues cross gender, race, ethnicity, sexuality, all of it. I felt that this year, especially, your choice in speakers was intentional to that end and it resonated well."

Whova **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



IN-KIND



BI-ANNUAL SPONSORS



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