

Engage your market, better your community,
develop your workforce, and celebrate 15 years
of women's leadership!



15 YEARS OF WOMEN'S LEADERSHIP

2022 ICR IOWA



"This was an amazing conference!!

I really enjoyed the focus on D&I this year, it is so timely.

I learned a lot, thank you so much!"

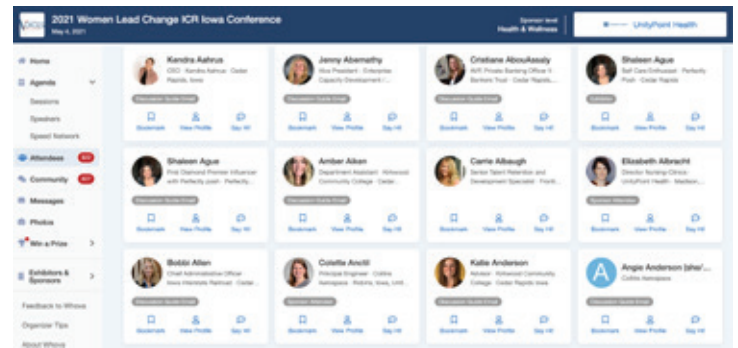
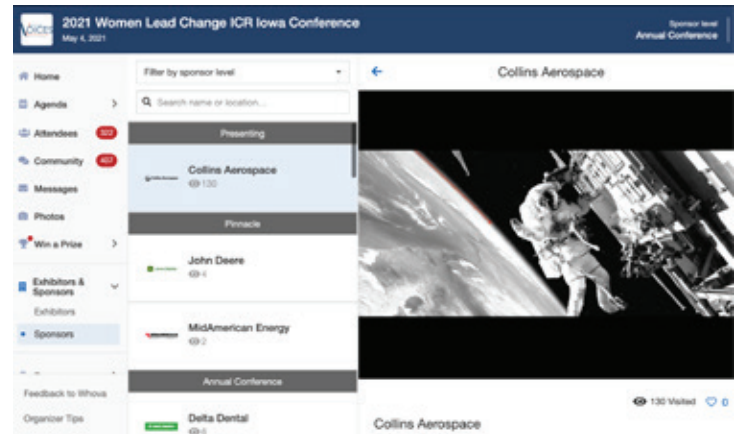
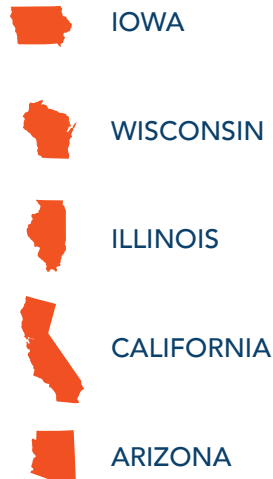
2021 ICR IOWA ALL-ACCESS CONFERENCE INSIGHTS

783
virtual
attendees

4
countries

28
states

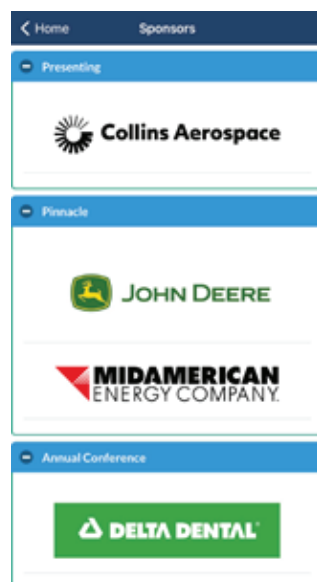
Top states for viewers



"They all were inspiring and thought provoking! This was by far the best and most meaningful conference I have ever attended."

167,327
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.



"The virtual experience was awesome! I think it is my preferred format going forward...so I hope both in person and virtual options are offered for future events."

"Wow! I have never been so moved listening to the speakers. Excellent all the way around. I learned so much."



APRIL 26-27, 2022

**HYBRID:
IN-PERSON
& VIRTUAL
OPTIONS**

"Always impressed at the range and diversity of speakers you secure."

2022 PROGRAMMING

Keynote Speakers
CEO Forum
VIP Meet & Greet

IN-PERSON & VIRTUAL REGISTRATION

\$550/person

WEBSITE

WLCglobal.org/events

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	\$50,000	<ul style="list-style-type: none"> Naming rights Conf. committee chair Speaking opportunity News releases Exhibit booth Promo materials Advertising 	<ul style="list-style-type: none"> Collateral Website/social media Event app Commercial Hospitality 20 in-person tickets 10 virtual tickets
PLATINUM	\$25,000	<ul style="list-style-type: none"> Speaking opportunity Exhibit booth Promo materials Collateral Website/social media 	<ul style="list-style-type: none"> Event app Commercial Hospitality 10 in-person tickets 8 virtual tickets
CEO FORUM SOLD	\$15,000	<ul style="list-style-type: none"> Naming rights Speaking opportunity Exhibit booth Promo materials Website/social media 	<ul style="list-style-type: none"> Event app Commercial Hospitality 8 in-person tickets 6 virtual tickets
STUDENT TRACK	\$10,000	<ul style="list-style-type: none"> Naming rights Speaking opportunity Exhibit booth Promo materials Website/social media 	<ul style="list-style-type: none"> Event app Commercial Hospitality 6 in-person tickets 4 virtual tickets
GOLD	\$10,000	<ul style="list-style-type: none"> Promo materials Collateral Website/social media Hospitality 	<ul style="list-style-type: none"> Commercial 6 in-person tickets 4 virtual tickets
BREAKOUT TRACK	\$10,000	<ul style="list-style-type: none"> Naming rights Speaking opportunity Exhibit booth Promo materials Website/social media 	<ul style="list-style-type: none"> Event app Commercial Hospitality 6 in-person tickets 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 tickets 4 virtual tickets
VIRTUAL STREAM	\$10,000	<ul style="list-style-type: none"> Naming rights Speaking opportunity Exhibit booth Promo materials Website/social media 	<ul style="list-style-type: none"> Event app Commercial Hospitality 6 in-person tickets 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 tickets 3 virtual tickets
SILVER	\$7,500	<ul style="list-style-type: none"> Collateral Promo materials Website/social media 	<ul style="list-style-type: none"> Hospitality 5 in-person tickets 3 virtual tickets
SCHOLARSHIP SOLD	\$5,000	<ul style="list-style-type: none"> Naming rights Collateral Promo materials Website/social media 	<ul style="list-style-type: none"> Hospitality 2 in-person tickets 2 virtual tickets
PATRON	\$5,000	<ul style="list-style-type: none"> Promo materials Website/social media Hospitality 	<ul style="list-style-type: none"> 2 in-person tickets 2 virtual tickets
FRIEND	\$2,500	<ul style="list-style-type: none"> Website/social media Hospitality 	<ul style="list-style-type: none"> 1 in-person ticket 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:** Invites to exclusive events, meet and greets
- **Conference tickets:** Investing in professional development for your employees gives your company a competitive advantage, increased employee loyalty, and decreased turnover

THANK YOU TO OUR 2021 SPONSORS!

PRESENTING



ANNUAL CONFERENCE



PLATINUM



HEALTH & WELLNESS



LIVESTREAM



CEO FORUM



PATRON



VIP RECEPTION



IN-KIND



FRIEND



BI-ANNUAL SPONSORS



wlcglobal.org

WHY SPONSOR

- Engage with a consumer base of hundreds of women business professionals through an in-person and interactive virtual experience
- Be an active contributor to workforce development efforts for women.
- 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