

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



15 YEARS OF WOMEN'S LEADERSHIP

2022 CENTRAL IOWA



"It was a wonderful experience and each speaker left us with several great take-aways."

2021 CENTRAL IOWA CONFERENCE HYBRID CONFERENCE INSIGHTS

809

total attendees
(407 in-person, 402 virtual)

123

companies

30

states

Top states for viewers



IOWA



KANSAS



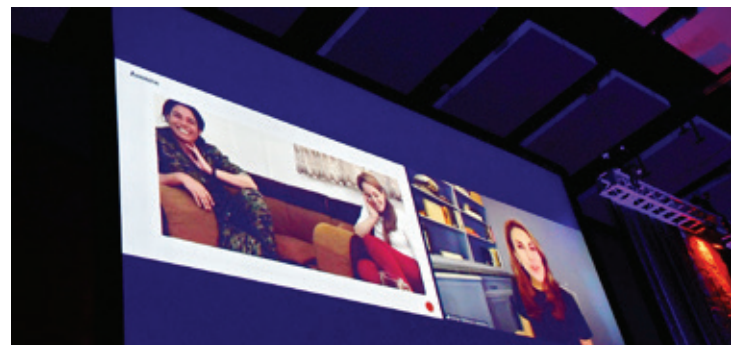
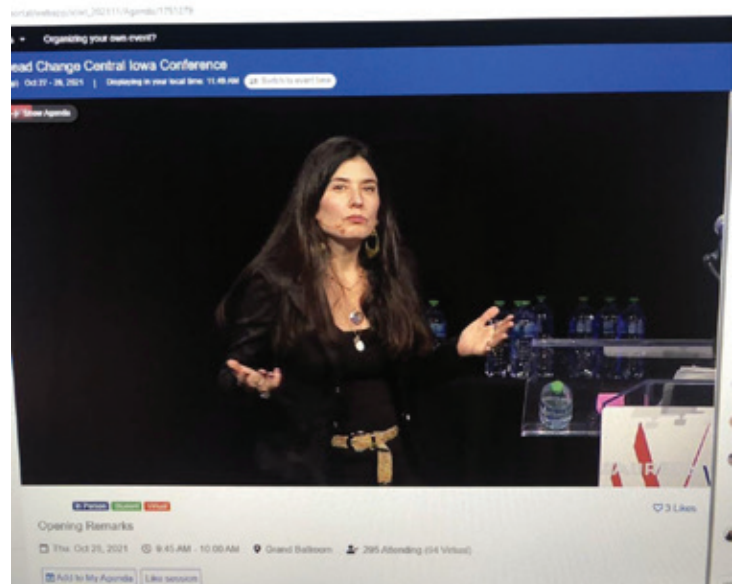
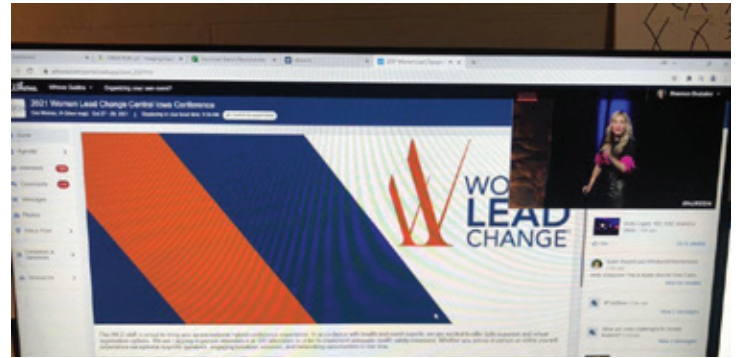
ILLINOIS



WISCONSIN



COLORADO

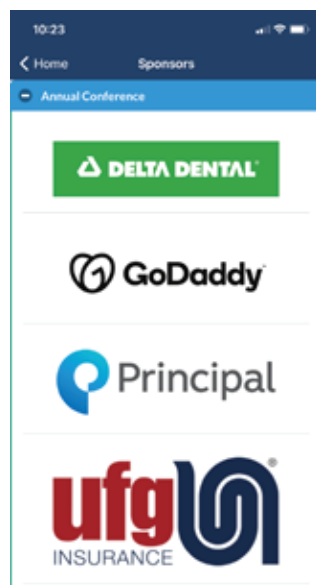


349,353

total sponsor
impressions

6,935

views of
sponsor web
page



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.

32

sponsors

"I was beyond impressed by the speakers at this conference. Easily the best collective lineup I've experienced at a conference. Thank you!"

"I will definitely be back next year, already have a group of women coming with me!"



OCT. 25-26, 2022

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

"The keynote speakers were terrific! Their stories, information shared, and energy kept me attentive, taking many notes, and expanding my books to read list!"

2022 PROGRAMMING

Keynote Speakers
Breakout Tracks
Iowa Women of Achievement Awards Luncheon
CEO Forum, VIP Events

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	\$35,000	<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 Promo materials Website/social media Event app 	<ul style="list-style-type: none"> Commercial Hospitality 8 in-person tickets 6 virtual tickets
GOLD	\$15,000	<ul style="list-style-type: none"> Promo materials Collateral Website/social media Commercial 	<ul style="list-style-type: none"> 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
BREAKOUT TRACK (3 AVAILABLE)	\$10,000	<ul style="list-style-type: none"> Naming rights Speaking opportunity Promo materials Website/social media Event app 	<ul style="list-style-type: none"> 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
LUNCHEON (2 AVAILABLE)	\$10,000	<ul style="list-style-type: none"> Naming rights Collateral Promo materials Website/social media 	<ul style="list-style-type: none"> Hospitality 6 in-person tickets 4 virtual tickets
VIRTUAL STREAM	\$10,000	<ul style="list-style-type: none"> Naming rights Promo materials Website/social media Event app 	<ul style="list-style-type: none"> Commercial Hospitality 6 in-person tickets 4 virtual tickets
WOMEN OF ACHIEVEMENT (3 AVAILABLE)	\$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
SILVER	\$10,000	<ul style="list-style-type: none"> Collateral Promo materials Website/social media Commercial 	<ul style="list-style-type: none"> Hospitality 6 in-person tickets 4 virtual tickets
VIP RECEPTION	\$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
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 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"> 2 in-person tickets 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



HEALTH & WELLNESS



CEO FORUM



GOLD



SILVER



VIRTUAL STREAM



PATRON



STUDENT TRACK



LUNCHEON SPONSORS



DISCUSSION GUIDE



IN-KIND



VIP RECEPTION



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