

Take Charge. Lead Change.

WOMEN LEAD CHANGE 2023



2023 CENTRAL IOWA SPONSOR PROSPECTUS



"The keynote speakers were incredibly inspiring! It was a broad range of women with vastly different messages and stories, and I took away something meaningful from each one."

2022 CENTRAL IOWA ALL-ACCESS CONFERENCE INSIGHTS

1,111
total
attendees

286 virtual
825 in person

15
states

161
companies

Top 5 states for attendees



IOWA



OHIO



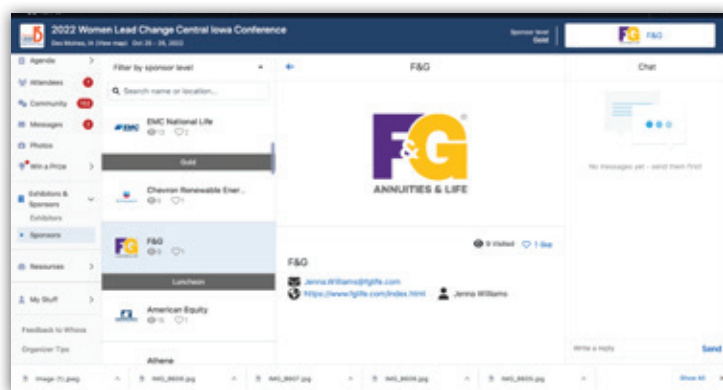
ILLINOIS



NEBRASKA



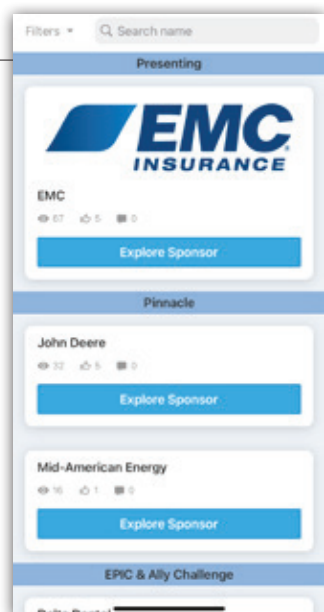
NORTH DAKOTA



30
total sponsors

325,412
sponsor impressions
on Whova

11,059
views on website
sponsors page



"This is a fantastic conference! If you have never had an opportunity to attend it is really for everyone!"

6
keynote
speakers

12
in-person
breakout
sessions

3
virtual
breakout
sessions

- Iowa Women of Achievement Awards Luncheon
- Beyond the Conference Discussion Guide



What are sponsor impressions?

Sponsor impressions are defined as the total number of banner views and clicks, for all sponsors appearing in the mobile or web app to attendees.

"It's awesome and they make it so relevant to all the challenges women face in the workplace, as leaders, at home — the whole spectrum. Very engaging and enjoyable event. I'm planning to go back for it next year."



OCT. 18-19, 2023

IOWA EVENTS CENTER, DES MOINES

"I already have my calendar marked for 2023 and if you have ever thought about attending the two day WLC conference, here is my push for you to do it. You will not regret it."

2023 PROGRAMMING

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

IN-PERSON 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	\$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	\$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 (4 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
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

- Sponsorship packages are designed at a variety of levels to include marketing & conference attendance benefits.
- Naming rights:** Attach your company name or brand to a specialty area
 - Speaking opportunity:** In-person intros for a personalized commercial
 - Promo materials:** Logo and/or name listed on select conference marketing materials
 - Commercial:** Company-produced commercial aired during conference
 - Team Photo:** Professional photograph of your attendees
 - Booth:** Opportunity to interact directly with attendees
 - Conference tickets:** Investing in professional development for your employees gives your company a competitive advantage, increased employee loyalty, and decreased turnover
 - Steering Committee (All levels):** Additional leadership opportunities for employee development
 - Website/social media (All levels):** Logo on website & social media posts on select WLC outlets
 - Event app (All levels):** Logo recognition with link & custom options
 - Collateral (All levels):** Provide branded promo products to conference attendees
 - Hospitality (All levels):** Invites to exclusive events, meet and greets

THANK YOU TO OUR 2022 SPONSORS!

PRESENTING



PINNACLE



JOHN DEERE



EPIC & ALLY CHALLENGE

GOLD



CEO FORUM

LUNCHEON

IOWA WOMEN OF ACHIEVEMENT



BREAKOUT

STUDENT TRACK



RECEPTION

SILVER



PATRON

BRONZE



IN-KIND

FRIEND



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