

# Take Charge. Lead Change.

WOMEN LEAD CHANGE 2023



## 2023 ICR IOWA SPONSOR PROSPECTUS



**“My horizons have been both broadened and refocused. Many tools for self improvement added to my toolbox — and SO NICE to be back in person with this community!”**

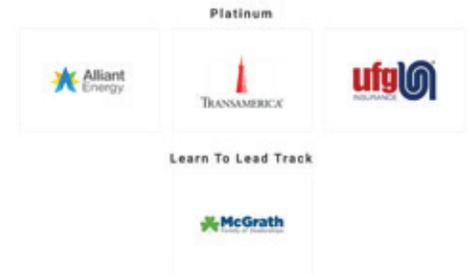
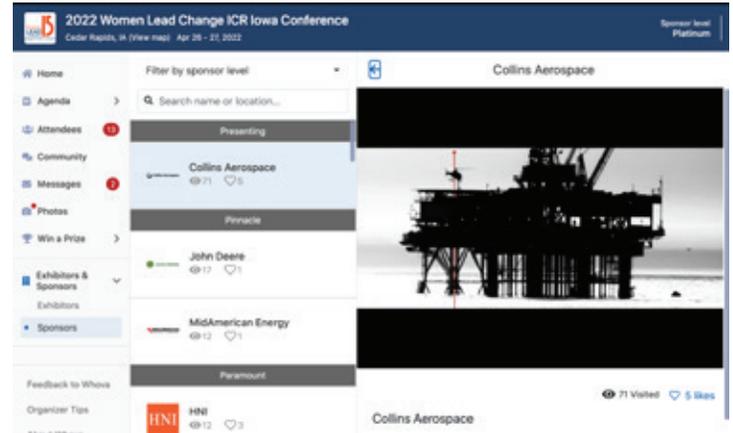
## 2022 ICR IOWA ALL-ACCESS CONFERENCE INSIGHTS

**1,103**  
total attendees

**18**  
states

**119**  
organizations

### Top 5 states for attendees

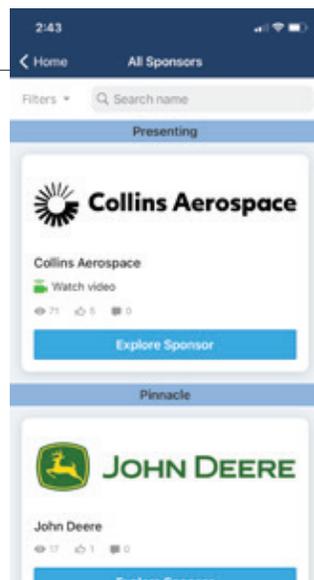


**“I need to work to get more of my team members to WLC conferences.”**

**32**  
total sponsors

**663,890+**  
sponsor impressions on Whova

**8,885**  
views on website sponsors page



**7**  
keynote presentations

**30**  
breakout sessions

- Founders Awards Luncheon
- Invite-Only CEO Forum & Sponsor Reception
- Beyond the Conference Discussion Guide provided to all attendees



### 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.

**“This was my first Women Lead Change conference, and as a young professional, it gave me perspective on where I want my leadership journey to go and resources to continue to grow.”**



# APRIL 4-5, 2023

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

**“I really appreciated the diversity of speakers (age, background, profession, content, race, sexual orientation, experience).”**

## **2022 PROGRAMMING**

Keynote Speakers  
Breakout Sessions  
CEO Forum  
VIP Events  
Networking Lunches  
Exhibitors & more!

## **WEBSITE**

[WLCglobal.org/events](http://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	
<b>PRESENTATION</b> <b>SOLD</b>	\$35,000	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Committee chair</li> <li>Speaking opportunity</li> <li>Promo materials</li> <li>Commercial</li> </ul>	<ul style="list-style-type: none"> <li>Team Photo</li> <li>Booth</li> <li>18 in-person/30 virtual conf. tickets</li> <li>5 Girls with Goals tickets</li> <li>5 One Team tickets</li> </ul>
<b>PLATINUM</b>	\$25,000	<ul style="list-style-type: none"> <li>Speaking opportunity</li> <li>Promo materials</li> <li>Commercial</li> <li>Team Photo</li> </ul>	<ul style="list-style-type: none"> <li>Booth</li> <li>10 in-person/8 virtual conf. tickets</li> <li>4 Girls with Goals tickets</li> <li>4 One Team tickets</li> </ul>
<b>SUPPORTER</b>	\$15,000	<ul style="list-style-type: none"> <li>Speaking opportunity</li> <li>Promo materials</li> <li>Commercial</li> <li>Team Photo</li> </ul>	<ul style="list-style-type: none"> <li>Booth</li> <li>9 in-person/7 virtual conf. tickets</li> <li>3 Girls with Goals tickets</li> <li>3 One Team tickets</li> </ul>
<b>CEO FORUM</b> <b>SOLD</b>	\$10,000	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Speaking opportunity at CEO Forum</li> <li>Promo materials</li> <li>Commercial</li> </ul>	<ul style="list-style-type: none"> <li>Team Photo</li> <li>Booth</li> <li>8 in-person/6 virtual conf. tickets</li> <li>2 Girls with Goals tickets</li> <li>2 One Team tickets</li> </ul>
<b>STUDENT TRACK</b>	\$10,000	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Speaking opportunity to Student Track</li> <li>Promo materials</li> <li>Commercial</li> </ul>	<ul style="list-style-type: none"> <li>Team Photo</li> <li>Booth</li> <li>8 in-person/6 virtual conf. tickets</li> <li>2 Girls with Goals tickets</li> <li>2 One Team tickets</li> </ul>
<b>DEI SCHOLARSHIP</b>	\$10,000	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Promo materials</li> <li>Commercial</li> <li>Team Photo</li> </ul>	<ul style="list-style-type: none"> <li>Booth</li> <li>8 in-person/6 virtual conf. tickets</li> <li>2 Girls with Goals tickets</li> <li>2 One Team tickets</li> </ul>
<b>BREAKOUT TRACK (4 AVAILABLE)</b>	\$10,000	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Speaking opportunity at breakout sessions</li> <li>Logo on livestream</li> <li>Promo materials</li> <li>Commercial</li> </ul>	<ul style="list-style-type: none"> <li>Team Photo</li> <li>Booth</li> <li>8 in-person/6 virtual conf. tickets</li> <li>2 Girls with Goals tickets</li> <li>2 One Team tickets</li> </ul>
<b>LUNCHEON (1 AVAILABLE)</b>	\$10,000	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Speaking opportunity</li> <li>Logo on livestream</li> <li>Promo materials</li> <li>Commercial</li> </ul>	<ul style="list-style-type: none"> <li>Team Photo</li> <li>Booth</li> <li>8 in-person/6 virtual conf. tickets</li> <li>2 Girls with Goals tickets</li> <li>2 One Team tickets</li> </ul>
<b>DISCUSSION GUIDE</b>	\$10,000	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Logo on discussion guide</li> <li>Promo materials</li> <li>Commercial</li> </ul>	<ul style="list-style-type: none"> <li>Team Photo</li> <li>Booth</li> <li>8 in-person/6 virtual conf. tickets</li> <li>2 Girls with Goals tickets</li> <li>2 One Team tickets</li> </ul>
<b>GOLD</b>	\$10,000	<ul style="list-style-type: none"> <li>Promo materials</li> <li>Commercial</li> <li>Team Photo</li> <li>Booth</li> </ul>	<ul style="list-style-type: none"> <li>7 in-person/5 virtual conf. tickets</li> <li>2 Girls with Goals tickets</li> <li>2 One Team tickets</li> </ul>
<b>VIP RECEPTION</b>	\$7,500	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Promo materials</li> </ul>	<ul style="list-style-type: none"> <li>5 in-person/3 virtual conf. tickets</li> <li>1 Girls with Goals tickets</li> <li>1 One Team tickets</li> </ul>
<b>SILVER</b>	\$7,500	<ul style="list-style-type: none"> <li>Promo materials</li> <li>5 in-person/3 virtual conf. tickets</li> </ul>	<ul style="list-style-type: none"> <li>1 Girls with Goals tickets</li> <li>1 One Team tickets</li> </ul>
<b>SCHOLARSHIP</b>	\$5,000	<ul style="list-style-type: none"> <li>Naming rights</li> <li>Promo materials</li> </ul>	<ul style="list-style-type: none"> <li>2 in-person/2 virtual conf. tickets</li> <li>1 Girls with Goals ticket</li> <li>1 One Team ticket</li> </ul>
<b>PATRON</b>	\$5,000	<ul style="list-style-type: none"> <li>Promo materials</li> <li>2 in-person/2 virtual conf. tickets</li> </ul>	<ul style="list-style-type: none"> <li>1 Girls with Goals ticket</li> <li>1 One Team ticket</li> </ul>
<b>FRIEND</b>	\$2,500	<ul style="list-style-type: none"> <li>Promo materials</li> <li>1 Girls with Goals ticket</li> </ul>	<ul style="list-style-type: none"> <li>1 in-person/1 virtual conf. ticket</li> <li>1 One Team ticket</li> </ul>

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



## PARAMOUNT



## EPIC & ALLY CHALLENGE



## PLATINUM



## LEARN TO LEAD TRACK



## WOMEN IN TECH



## HOST CITY



## CEO FORUM



## DEI TRACK



## LEGACY LUNCHEON



## VIP RECEPTION



## GOLD



## SILVER



## SCHOLARSHIP



## PATRON



## LUNCH WITH LEADERS



## FRIEND



## IN-KIND



wlglobal.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