

women²women

2020/2021 SPONSORSHIP OPPORTUNITIES

Women2Women (W2W) is Greater Reading Chamber Alliance's catalyst for developing women leaders and connecting women from diverse backgrounds to learn, share ideas, and mentor each other.

Women2Women offers a forum for women to create connections, gain knowledge, and build strategic alliances to foster their personal potential and career advancement. Joining the network is open to all who support women.



Title Sponsor

\$10,000 (NON-COMPETE)

Advocate for Women2Women

With Title Sponsorship, you receive a seat on the Women2Women (W2W) Council, the advisory body of Women2Women. Council takes the role of planning the overall scope of the programming initiatives of W2W on an annual basis and planning strategically every two/three years to assist with driving the mission of Women2Women.

Sponsor Marketing

- Logo on website (berkswomen2women.com)
- Company name and/or logo on all electronic & print messaging, press releases & within W2W magazine
- Podium recognition at all W2W events and programs
- Logo on all program agendas
- Spotlight in W2W E-Newsletter + Website
- Ad in W2W E-Newsletter + Website
- Opportunity to introduce select presenters & ability to provide educational or promotional materials at all functions

Event Tickets

- **10** Tickets to monthly W2W & De Mujer a Mujer events
- **10** Tickets to fall signature event Evening of Empowerment + **4** VIP Tickets (Meet the Speaker)
- **5** Tickets to all day W2W Conference + Expo
- Discounted event tickets past allotted # tickets



Platinum Sponsor

\$5,000

Sponsor Marketing

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- Logo on all program agendas
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- Ad in W2W E-Newsletter + Website
- Opportunity to introduce select presenters & ability to provide educational or promotional materials at all functions

Event Tickets

- **6** Tickets to monthly W2W & De Mujer a Mujer events
- **6** Tickets to fall signature event Evening of Empowerment + **2** VIP Tickets (Meet the Speaker)
- **3** Tickets to all day W2W Conference + Expo
- Discounted event tickets past allotted # tickets



Gold Sponsor

\$2,500

Sponsor Marketing

- Logo on website (berkswomen2women.com)
- Company name and/or logo on all electronic & print messaging, press releases & within W2W magazine
- Podium recognition at all W2W events and programs
- Logo on all program agendas

Event Tickets

- **3** Tickets to monthly W2W & De Mujer a Mujer events
- **2** Tickets to fall signature event Evening of Empowerment + **2** VIP Tickets (Meet the Speaker)
- **2** Tickets to all day W2W Conference + Expo
- Discounted event tickets past allotted # tickets



De Mujer a Mujer Sponsor

\$1,000 - \$2,000

Developing Latina Leaders

- Nearly half (47%) of women surveyed in the US believe men have better access to professional development and career growth opportunities than they do.
- Within the City of Reading 58% of the population is Hispanic and 13% is African American.
- Creating more integrated, employer driven workforce development programs, especially for women, minorities and young people is how we can support women in Berks.
- 2019 marked the inaugural De Mujer a Mujer Awards recognizing women across three categories to lift those doing good & making positive change in our community:
 - Community Impact
 - Small Business Owner
 - Young Latino



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- Logo on all program agendas

Adapting to Virtual Events

AND WHAT THAT MEANS FOR OUR SPONSORS

Intentional Choices

in 2020 we transitioned many in-person events to a virtual platform on Zoom with the use of an app and virtual desktop suite called Attendify. This ensured a captivated audience and offered more avenues for connection. Reviews of the transition were amazing with many sharing that they connected with more women *because* of the use of online technology. We will be utilizing online platforms as long as we have to so our attendees are safe, and above all, comfortable at our events.

Virtual Sponsor Additions

We know adapting to virtual events has been hard for some, but we know we took it head-on and impressed our attendees and sponsors. To reach more women during this time, we are offering additional perks of sponsorship in 2020/2021 for events that are held virtually.

- **5 extra tickets** to monthly W2W & De Mujer a Mujer events
- **5 extra tickets** to fall signature event Evening of Empowerment (if held 100% online)
- **2 extra tickets** to online Digital Leadership Summit (virtually adapted Conference + Expo)
- **Sponsor Logo Loop** at start of all online events
- **Intentional Networking breakouts** following each event to meet at least 15 attendees in each room
- **Recording of each event** to share with staff

