



Integrating Woman Leaders
Foundation

Sponsorship Prospectus

IWL Annual Women's Leadership Conference

Louisville
April 20, 2017

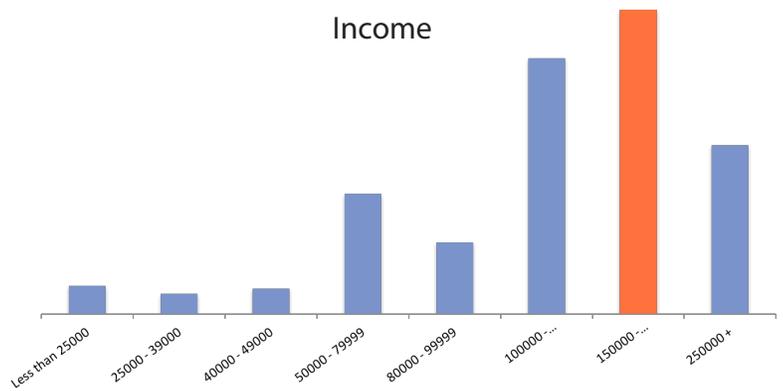


IWL exists to develop individual women into leaders through empowerment, support and connections.

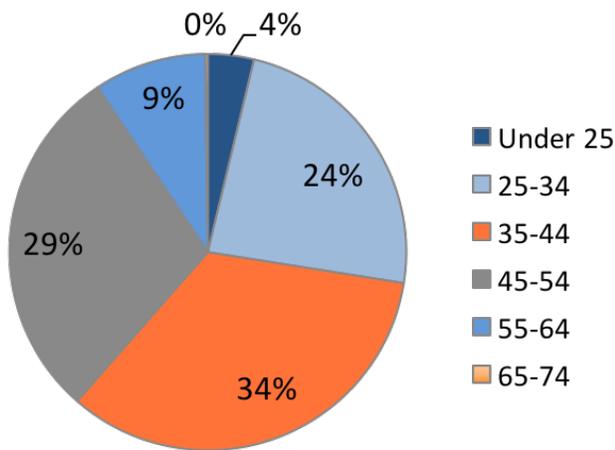
2016 IWL Conference

Overview & Attendee Demographics

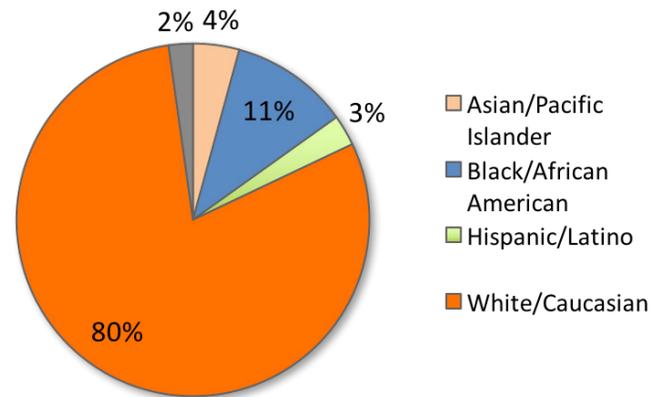
275
Participants in Attendance



Age



Ethnicity



91% Ranked **Networking** Above Average to Excellent



94% Ranked the **Overall Agenda** Above Average or Excellent



99% Ranked their **Personal Experience** Above Average or Excellent

80+
Companies Represented

Louisville Marriott Downtown
280 West Jefferson Street
Louisville, KY 40202
9:00am - 5:00pm



Hello!

It's that time again. The Integrating Woman Leaders Foundation team is planning the 3rd Annual IWL Louisville Women's Leadership Conference! Based on the success of previous years, in particular our 2016 conference, we expect to see even more interest and excitement for 2017. You are receiving this letter because we want you to be involved as a contributor to this continued success.

IWL Foundation exists to develop individual women into leaders through empowerment, support, and connections. Since 2010 we have engaged nearly 4,000 women and men in our annual Louisville and Indianapolis Conferences and we will continue to reach out to more organizations and individual women who can benefit from our work.

This year, our 2nd Annual Conference in Louisville attracted 275 attendees and achieved record-breaking feedback. Our attendees highly ranked each of our primary measurements of success:

- 91% ranked networking as above average or excellent
- 92% ranked the registration process as as above average or excellent
- 94% ranked the overall agenda as above average or excellent
- and 99% ranked personal experience as above average or excellent*

As an organization that strives to create meaningful and lasting experiences for women leaders, this is an incredible accomplishment. We are proud to say, unlike many leadership or networking events, our team works to meticulously plan a conference of value and one that does more than "wow" you for one day. IWL Foundation works closely with our sponsors, the local organizations that share our mission, to understand what current challenges they face and what women need to learn in the context of the current business climate.

Join us as we gear up for another conference in April. In order to keep this as an annual event in Kentucky, IWL Foundation needs your financial support this year. We hope you will consider participating as a Sponsor of the IWL Louisville Conference. Sponsorship of the conference comes with many benefits (outlined in page 4 of this packet) and it provides opportunities for networking, leadership development for the women in your organization, and shows the community your commitment to the advancement of women's leadership.

[In order for Sponsors to be included in all conference marketing materials, this year's sponsorship deadline is March 23, 2017. Please complete the final page of this packet and return to us by that date.](#)

It is the support and sponsorship of organizations such as yours that has made this conference a success. We hope you will consider joining us for a day of encouragement, mentoring and supporting women who dare to take steps to empower, support and connect in their personal and professional lives. Building on the success of recent years, we are extremely excited to raise the bar once again. Don't miss the opportunity to be a part of IWL 2017!

Should you have any questions regarding sponsorships or the conference in general, please do not hesitate to contact me. I will be happy to provide any information needed.

Sincerely,
Maggie Anderson Phelps
Executive Director, IWL Foundation

A handwritten signature in black ink that reads "Margaret A. Phelps". The signature is written in a cursive style with a large initial 'M' and 'P'.

Sponsorship Levels and Benefits

Benefits	Premier \$20,000 (limit 1)	Platinum \$15,000	Program \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,750	Supporting \$1,500
Keynote Speaker Sponsor (with 15 second video pre-roll on main stage)	✓						
Lunch Sponsor (with podium announcement)	✓						
Breakfast Sponsor Recognition (limit 1)		✓					
Networking Sponsor Networking Space & Branded Bingo Cards (limit 1)		✓					
Secondary Keynote Sponsorship (limit 1)			✓				
Charging Station Sponsor (limit 1)				✓			
Wifi Sponsor (limit 1)				✓			
Refreshment Break Sponsor (limit 3)				✓			
Crystal Award and on Stage Recognition	✓	✓	✓	✓	✓		
Complimentary conference admissions	20	10	8	6	4	2	1
Complimentary exhibit table	Premier	Premier	✓	✓	✓	✓	✓
Logo in all conference advertising, promotional collateral and conference program	✓	✓	✓	✓	✓	✓	Program only
Logo in Whova App	✓	✓	✓	✓	✓	✓	
Logo on conference website (linked)	✓	✓	✓	✓	✓	✓	✓
Logo on conference sponsor signage	✓	✓	✓	✓	✓	✓	✓
Color ad in conference program	Full page	Full page	Full page (inside covers)	Half page	Half page	Quarter page	Quarter page
Social media mentions (linked to company page)	10+	8	6	4	2	1	
Opportunity to add collateral to tote bag	✓	✓	✓	✓	✓	✓	
Complimentary Parking (sponsor admissions only)	✓	✓	✓	✓	✓	✓	✓

Other Valuable Opportunities

Opportunity	Cost	Benefit
Table Host	\$2,700	• Table for 10 conference admissions and table recognition
Breakout Session Sponsor 8 available	\$1,000	• Name and Logo on workshop signage • Acknowledgement as Sponsor in all materials
Exhibit Table *See separate exhibitor prospectus for details	\$250-400	• One exhibit space in main atrium • Inclusion in conference program
Ad space in conference program	\$100 -\$300	• Color ad in the conference program

Advantages of Sponsorship

- Meet with corporate leaders from leading Kentucky companies
- Meet with community leaders representing numerous non-profit and minority owned organizations and agencies
- Complimentary conference registrations included with reserved parking
- Purposeful networking for attendees to meet with sponsors and vendors
- Receive recognition through email marketing, print marketing, advertisements, social media and verbal announcements during the conference program



Sponsor Testimonials

"Attending the IWL Conference helped remind me that success is different for every one and that I have something unique to bring to the world that is all my own. Amazing speakers, great women, terrific take-aways, and I'm already excited for next year's event!"

- 2016 Louisville Conference Attendee

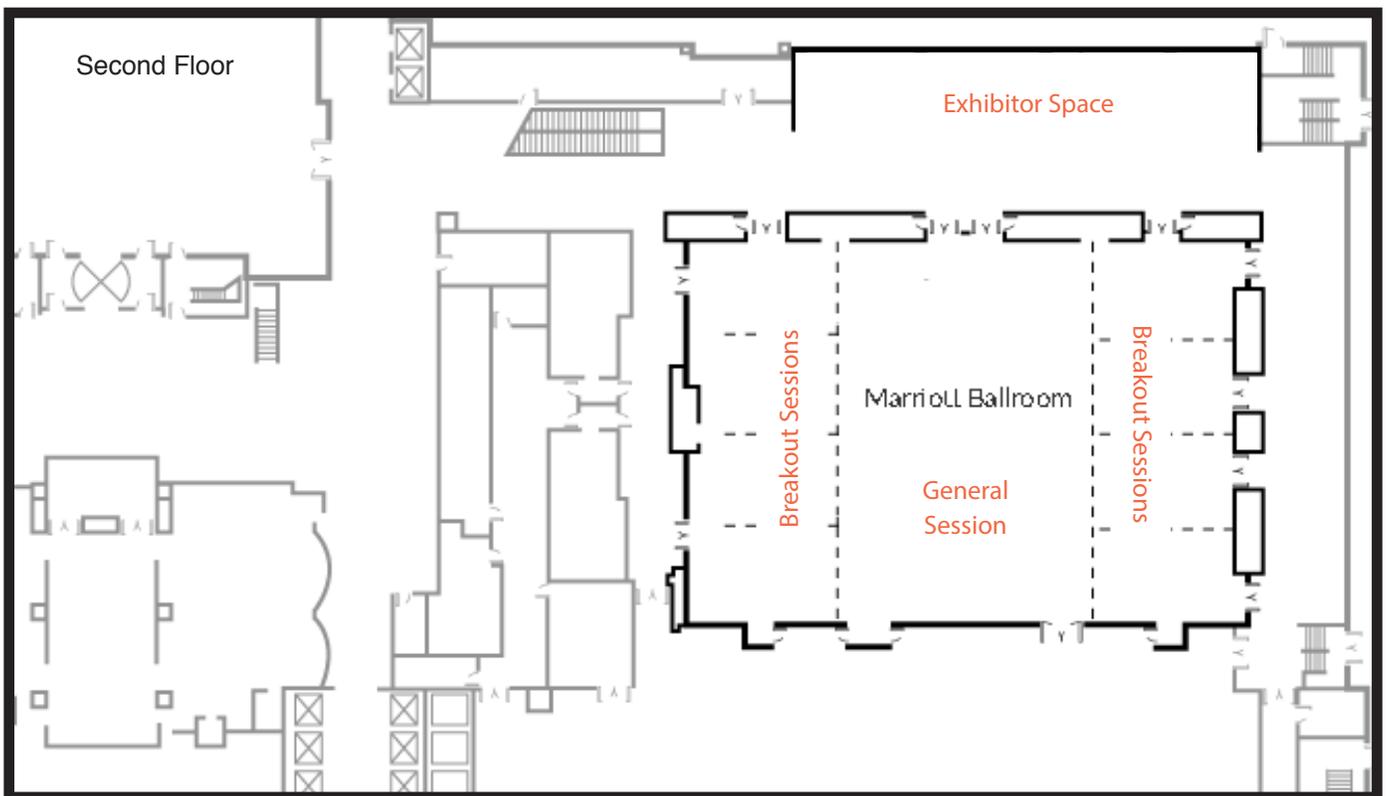
"This was one of the best, if not the best, women's event that I have ever attended. The energy level and the sense of empowerment were amazing."

- 2016 Louisville Conference Attendee

"I really liked that the day was fast moving, no time to get too stiff or bored. I liked that the panelists were prepared and ready to speak about their topics. The overall atmosphere of the conference was impressive."

- 2015 Louisville Conference Attendee

Event Layout & Exhibitor Space



Conference Specifics

COMMUNICATION IWL Foundation sends all communications to vendors via email. If there is more than one person who should receive these communications, please let us know. We ask vendors to share our commitment to corporate social responsibility by using recycled materials in their display and their give-away items. You can also limit the amount of collateral that you bring.

REGISTRATION Depending on the level of sponsorship, you are entitled to a limited number of complimentary registrations. Those registrations can include those you select to monitor your exhibit booth. Additional registrations can be purchased as needed.

THEME The theme for the 2016 Louisville Conference will be announced soon. You are invited to participate in this theme by incorporating this concept in your display area and/or your advertisement for the conference program.

DISPLAY SPECS Each display will be (1) six foot skirted table, (2) folding chairs, (1) wastebasket with liner and an identification sign. Any additional supplies, electricity or wifi, for example will be at the vendor's expense.

LOCATION AND SCHEDULE The Louisville Marriott Downtown is located at 280 West Jefferson Street. Exhibits will be located in the second floor atrium outside of the Marriott Ballroom and breakout sessions rooms. Set-up will begin the day before the event. Tear down will take the day of the conference following closing remarks.

PARKING Ample parking will be available in the city parking lot directly behind the Marriott for \$5. Valet parking is available at the Marriott for \$22 a day. Preferred parking spots will be reserved for sponsors and speakers.

NETWORKING LUNCH A plated sit-down lunch is provided as part of your sponsorship and complimentary conference admissions.

EXHIBITOR DIRECTORY An exhibitor directory will be made available to each conference attendee. It will be an alphabetical listing.

HOTEL RESERVATIONS A block of rooms will be reserved at The Louisville Marriott Downtown at a discounted conference rate for conference attendees, sponsors and exhibitors. Details for making reservations will be distributed at a later date.

TERMS AND RESERVATIONS OF EXHIBITING IWL reserves the right to allocate space in such a manner as to produce a balanced show in order to enhance its appeal to attendees. Space will be assigned on the basis of availability in the order received. All exhibits must be set up during the time allotted. No exhibitors may set up or take down their display during official show hours. Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted to them without the permission of show managers, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of doing business. By signature of this contract the exhibitor also expressly holds IWL harmless from any and all claims for any injury, loss or damage that may occur to the exhibitor while on the show site and agrees to secure liability insurance to cover such injuries, accidents and losses. No refunds or cancellation after January 2016.

Sponsorship Commitment Form

Please complete form, scan and email to Integrating Woman Leaders Foundation at
manderson@iwlfoundation.org by March 23, 2017.
Attention: Maggie Anderson Phelps

Company Name _____

Address _____

City _____ State _____ ZIP _____

Contact Person _____

Telephone _____ Fax _____

Email _____

Please check the sponsorship(s) you would like to secure for the 2016 Louisville Conference.

- | | | | |
|---|-----------|---|---------|
| <input type="checkbox"/> Premier Sponsor | \$ 20,000 | <input type="checkbox"/> Table Host | \$2,700 |
| <input type="checkbox"/> Platinum Sponsor | \$ 15,000 | <input type="checkbox"/> Breakout Session | \$1,000 |
| <input type="checkbox"/> Program Sponsor | \$ 10,000 | 8 Available | |
| <input type="checkbox"/> Gold Sponsor | \$ 7,500 | <input type="checkbox"/> Exhibit Table | \$_____ |
| <input type="checkbox"/> Silver Sponsor | \$ 5,000 | <input type="checkbox"/> Premier | |
| <input type="checkbox"/> Bronze Sponsor | \$ 2,750 | <input type="checkbox"/> General | |
| <input type="checkbox"/> Supporting Sponsor | \$ 1,500 | <input type="checkbox"/> Ad Space | \$_____ |

Payment Options

Check - payable to Integrating Woman Leaders Foundation - or - Credit Card

VISA Master Card AMEX Card Number _____

Exp Date _____ 3/4 digit Security Number _____

Signature _____

Questions:

 www.iwlfoundation.org
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 P 317.975.3928 | C 317.319.6419