

Sponsorship Prospectus

Integrating Woman Leaders
Brand You Women's Leadership Conference

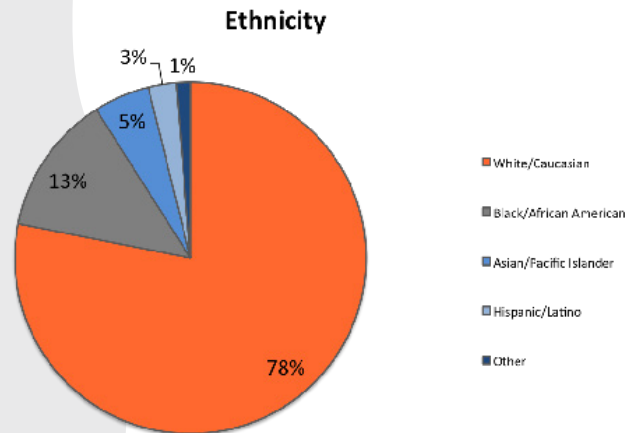
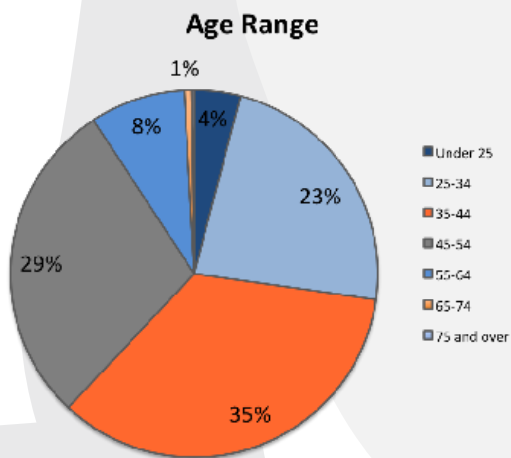
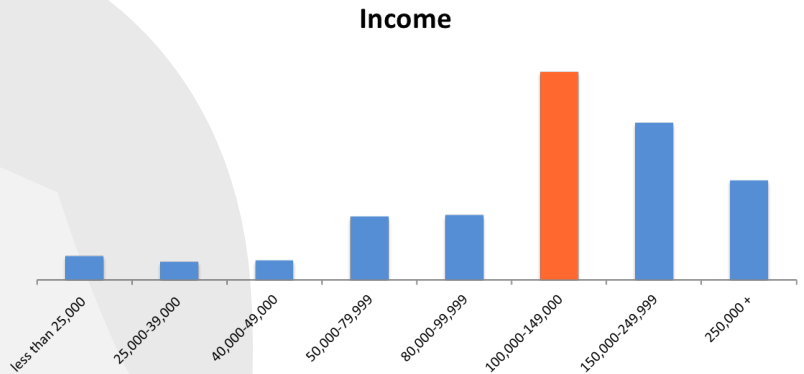
Louisville
Spring 2015

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

2014 IWL Conference

Overview & Attendee Demographics

550
Participants in
Attendance



77% ranked networking above average or excellent



88% ranked the overall agenda average or excellent



90% ranked their personal experience average or excellent

150
Companies
Represented

Louisville Marriott Downtown
280 West Jefferson Street
Louisville, KY 40202
9:00am - 4:00pm



IWL
Women's
Leadership
Conference

Brand You!

Dear Prospective Sponsor:

In 2014 Integrating Woman Leaders held its fifth annual Women's Leadership Conference in Indianapolis, Indiana. Over those five years, more than 2,500 women and men have attended. The 2014 Conference attracted over 550 attendees, including 150 companies, 26 sponsors, 32 exhibitors, 15 content-rich breakout sessions and 30 incredible speakers and panelists, making it another record-breaking success!

We are now expanding the IWL Conference to Louisville to bring these same opportunities to new companies and individuals that we believe will benefit greatly from IWL programming. We believe in developing a company's most valuable asset - its people. Every day IWL works to advance women through empowerment, support and connections.

Now, as we bring this highly-esteemed conference to Louisville, we would like to invite you to participate as a 2015 Conference Sponsor. Every year we are overwhelmed by the corporate support we receive by Indiana's most influential organizations and every year we work diligently to provide value to their people, creating opportunities for growth for them personally and professionally. At the end of the day, IWL provides inspiration and tools that our attendees can implement into their daily work lives, improving their own career success and the organization's investment in them.

Understanding the level of support our sponsors can provide for this 2015 Louisville conference is critical to our planning process in creating the budget for this year's event. [In order to be included in all conference marketing materials, this year's sponsorship deadline is January 31, 2015.](#)

We have tentatively committed to hold the conference at [The Louisville Marriott Downtown in May 2015.](#) pending sponsorship commitment and contract review with the Marriott. The Louisville Marriott Downtown offers great space for the general session as well as an intimate environment that encourages great networking opportunities, exposure to sponsors and exhibitors throughout the day and ample space for multiple breakout sessions. At the core, IWL believes in fostering an intimate setting to create valuable connections and relevant learning opportunities.

It is the support and sponsorship of companies and 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.

We are providing this Sponsorship Prospectus to outline the conference sponsorship opportunities and the related benefits of each sponsorship level. Building on the success of recent years, we are extremely excited to raise the bar once again in this new and thriving city. Don't miss the opportunity to be a part of Brand You 2015.

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,

Jennifer Browning Holmes
President & CEO
Integrating Woman Leaders

Sponsorship Prospectus

Advantages of Sponsorship

- Meet with corporate leaders from over 100 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
- Participation in a post conference VIP Reception

Sponsorship Levels and Benefits

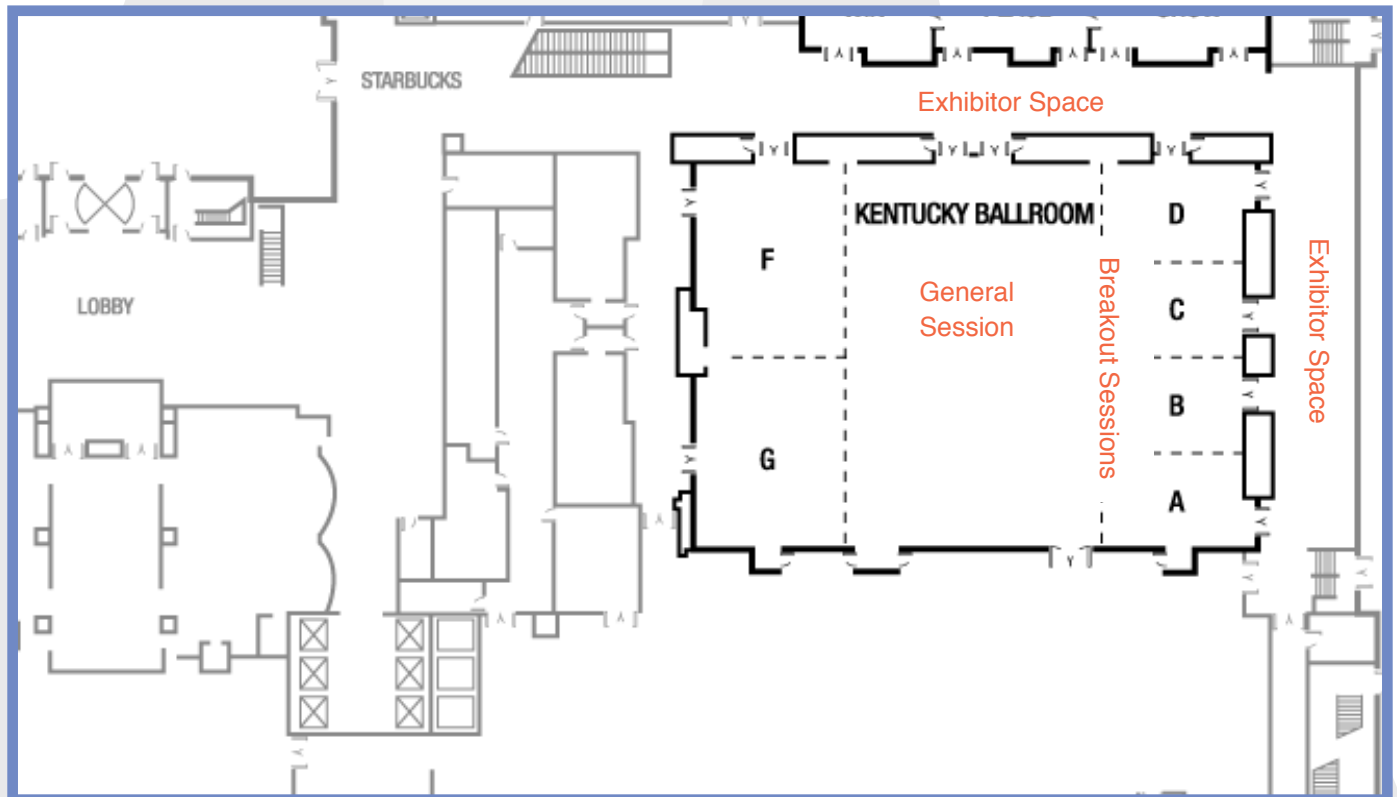
Benefits	Premier \$20,000	Platinum \$15,000	Program \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,750	Supporting \$1,500
Breakfast Sponsorship Recognition	✓						
Name/Logo in all conference advertising and promotional collateral and conference program	Logo	Logo	Logo	Logo	Logo	Logo	Name only
Name/Logo on conference website (linked)	Logo	Logo	Logo	Logo	Logo	Logo	Name only
Name/Logo on main stage sponsor signage	Logo	Logo	Logo	Logo	Logo	Logo	Name only
Color ad in conference program	Full page	Full page	Full page (inside cover)	Half page	Half page	Quarter page	Quarter page
Opportunity to add collateral to tote bag	✓	✓	✓	✓	✓	✓	
Complimentary conference admissions	20	10	8	6	4	2	1
Complimentary exhibit table	✓	✓	✓	✓	✓	✓	✓
Complimentary Parking (sponsors and exhibitors only) Provided parking garage only	✓	✓	✓	✓	✓	✓	✓

Sponsorship Prospectus

Other Valuable Opportunities

Opportunity	Cost	Benefit
Table Host	\$2,700	• Host a table for 10 conference admissions and table card
Refreshment Breaks sponsorship recognition (Your choice of Morning and/or Afternoon)	\$2,000	• Refreshment Breaks designated as “[Your Company] proudly sponsors the [Morning/Afternoon] Refreshment Break” • Acknowledgement as Sponsor in all materials
Breakout Session Sponsor 8 available	\$1,000	• Name and Logo on workshop signage • Acknowledgement as Sponsor in all materials
Exhibit Table	\$300	• One exhibit space in main atrium • Inclusion in conference program
Ad space in conference program	\$100 -\$300	• Color ad in the conference program

Event Layout & Exhibitor Space



Sponsorship Prospectus

Conference Specifics

COMMUNICATION Integrating Woman Leaders 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.

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 2015 Louisville Conference is: **Brand You: Passion, Purpose and The Will To Lead**. 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 first floor atrium outside of the Grand 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

Sponsorship Commitment Form

Please complete form and scan or email to Integrating Woman Leaders at
manderson@integratingwomanleaders.com by January 31, 2015.
Attention: Maggie Anderson

Company Name _____

Address _____

City _____ State _____ ZIP _____

Contact Person _____

Telephone _____ Fax _____

Email _____

Please check the sponsorship(s) you would like to secure for the 2015 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"/> Refreshment Breaks | |
| <input type="checkbox"/> Program Sponsor | \$ 10,000 | <input type="checkbox"/> Morning | \$2,000 |
| <input type="checkbox"/> Gold Sponsor | \$ 7,500 | <input type="checkbox"/> Afternoon | \$2,000 |
| <input type="checkbox"/> Silver Sponsor | \$ 5,000 | <input type="checkbox"/> Breakout Session | \$1,000 |
| <input type="checkbox"/> Bronze Sponsor | \$ 2,750 | <input type="checkbox"/> 8 Available | |
| <input type="checkbox"/> Supporting Sponsor | \$ 1,500 | <input type="checkbox"/> Exhibit Table | \$300 |
| | | <input type="checkbox"/> Ad Space | \$_(specify)_ |

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.integratingwomanleaders.com
 47 West 96th Street, Indianapolis, IN 46260
 P 317.975.3184 | C 317.319.6419