



# 2015 SPONSORSHIP MODEL

## ANNUAL LEADERSHIP DEVELOPMENT CONFERENCE SPONSORSHIP OPPORTUNITIES

| Enterprise/National Sponsor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Conference Title<br>(4 Sponsors)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Keynote Speaker Sponsorship<br>(4 Sponsors)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Learning and Development Career<br>Tracks (4 Tracks)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| <b>\$500,000</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>\$250,000 each</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>\$50,000-\$100,000</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>\$50,000 each</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>• Branded as an organization that supports the mission of advancing women leaders all year long.</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Sponsor mention in WFF industry speeches, selected articles, panel discussions.</li> <li>• Featured on WFF website as national sponsor</li> <li>• Name recognized on all WFF Media/Press Relations throughout Year</li> <li>• Profile on Sponsor/Video on Advancing Women Leaders on WFF Website</li> <li>• Sponsor featured as case study in WFF Annual Report</li> <li>• Sponsor mention at all WFF events throughout year</li> </ul> <p><b>ANNUAL CONFERENCE/EXECUTIVE SUMMIT</b></p> <ul style="list-style-type: none"> <li>• Company Ad in Conference Program Guide at Conference and Summit (Back Cover)</li> <li>• Brand Recognition from Main stage at Conference and Executive Summit</li> <li>• Logo on Conference Swag Bags</li> <li>• Ad on Conference mobile app</li> <li>• Ad on Conference WFF TV</li> <li>• Concierge--VIP Registration, company room block, VIP Seating at Conference and Executive Summit</li> <li>• Selected photos with Speakers at Conference and Summit</li> <li>• 2 Backstage Passes to Green Room at Conference</li> <li>• 8 VIP Reception Invites at Conference and Executive Summit</li> <li>• 25 Conference Registrations</li> <li>• 10 Executive Summit Registrations</li> </ul> | <ul style="list-style-type: none"> <li>• Demonstrate your hospitality by hosting the premier Conference event for WFF programs.</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Sponsor logo on Conference website</li> <li>• Sponsor logo on Registration Kiosk</li> <li>• Sponsor logo on all conference printed materials</li> <li>• Sponsor Ad in Conference Program Guide (Inside Front/Inside Back Cover)</li> <li>• Sponsor Ad on mobile app</li> <li>• Sponsor Ad on WFF TV</li> <li>• Sponsor mention in Conference Press releases</li> <li>• Recognition from main stage/video</li> <li>• Logo on Swag Bag</li> <li>• Pre-approved Product Placement in Swag Bags</li> <li>• Social Media Promotion</li> <li>• Concierge--VIP Registration , company room block at Conference, VIP Seating</li> <li>• Photo opportunities with Selected Speakers</li> <li>• 2 Backstage Passes to Green Room Lounge</li> <li>• 8 VIP Reception Invites at Conference</li> <li>• 25 Conference Registrations</li> </ul> | <ul style="list-style-type: none"> <li>• Cover all costs of speaker (Fees, travel, etc.)</li> <li>• Sunday Night Keynote</li> <li>• Monday Morning Keynote</li> <li>• Tuesday Morning Keynote</li> <li>• Wednesday Morning Keynote</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Recognition from Main stage</li> <li>• Logo on Speaker Page of Conference Program Guide</li> <li>• Photo with Speaker</li> <li>• Social Media Promotion</li> <li>• Book Signing (if applicable)</li> <li>• Pre-Brand promotion in connection with speaker publicity</li> <li>• Up to 4 VIP Registrations</li> <li>• Up to 4 VIP Reception Invites</li> <li>• Up to 6 Conference Registrations</li> </ul> | <ul style="list-style-type: none"> <li>• Your brand in front of all attendees during learning and development tracks;</li> <li>• <b>Track #1:</b> Emerging Leader</li> <li>• <b>Track #2:</b> Emerging Executive</li> <li>• <b>Track #3:</b> Executive</li> <li>• <b>Track #4:</b> COI</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• Logo on Sponsored Track Page in Conference Program Guide</li> <li>• Signage at session entrances</li> <li>• Sponsorship Logo on session screen to kick off track</li> <li>• 2 VIP Registrations</li> <li>• 2 VIP Reception Invite</li> <li>• Up to 3 Conference Registrations</li> </ul> |



# 2015 SPONSORSHIP MODEL (cont.)

## ANNUAL LEADERSHIP DEVELOPMENT CONFERENCE SPONSORSHIP OPPORTUNITIES (CONTINUED)

| Executive Forum<br>(2 Sponsors)                                                                                                                                                                                                                                                                                                                                                                     | Welcome Reception<br>(2 Sponsors)                                                                                                                                                                                                                                                                               | Networking with Leaders Luncheon<br>(2 Sponsors)                                                                                                                                                                                       | VIP Reception<br>(2 Sponsors)                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$50,000 each                                                                                                                                                                                                                                                                                                                                                                                       | \$50,000 each                                                                                                                                                                                                                                                                                                   | \$25,000 each                                                                                                                                                                                                                          | \$25,000 each                                                                                                                                                                                    |
| <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Brand event title sponsor recognition</li> <li>• Logo on Sponsored Track Page in Conference Program Guide</li> <li>• Signage at session entrances</li> <li>• Sponsorship Logo on session screen to kick off track</li> <li>• 2 VIP Registrations</li> <li>• 2 VIP Reception Invite</li> <li>• Up to 3 Conference Registrations</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Sponsorship of the Sunday night event which is the first experience attendees have at Conference.</li> <li>• Signage at event entrance to welcome attendees</li> <li>• 2 VIP Reception Invites</li> <li>• Up to 3 Conference Registrations</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Logo in Conference Program Guide in conjunction with event</li> <li>• Company logo on all training and promotional materials for Networking with Leaders Luncheon</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Sponsorship recognition at the VIP Reception on Monday evening</li> <li>• Listed as sponsor on the Conference Program Guide</li> </ul> |

| Closing Night Event<br>(2 Sponsors)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Know Before you Go Webinar                                                                                                                                                                                                                   | Meals<br>(8 Sponsors)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Break Stations (5 Sponsors)                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$100,000 each                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | \$30,000                                                                                                                                                                                                                                     | \$10,000 - \$45,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | \$20,000 each                                                                                                                                                                                                                                                                                                                             |
| <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Brand event title</li> <li>• Example XYZ company present</li> <li>• Announcement from event stage</li> <li>• Signage prominently displayed at event</li> <li>• Logo GOBO at event</li> <li>• Access to VIP Lounge (8)</li> <li>• Logo on website in conjunction with event</li> <li>• Logo in Conference Program Guide in conjunction with event</li> <li>• 4 VIP Registrations</li> <li>• 4 VIP Reception Invites</li> <li>• 6 Conference Registrations</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Company logo on PPT shared on webinar with more than 3,000 conference attendees before they arrive</li> <li>• Company logo on all email distributions promoting webinar</li> </ul> | <ul style="list-style-type: none"> <li>• General Breakfast (3) <b>\$30,000</b> Each</li> <li>• General Lunch (2) <b>\$45,000</b> Each</li> <li>• Canadian Bacon Breakfast <b>\$30,000</b></li> <li>• Volunteer Reception <b>\$25,000</b></li> </ul> <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Logo in Conference Program Guide in conjunction with event</li> <li>• Signage at event entrance</li> <li>• Company recognized from podium (Canadian Breakfast / Volunteer Reception)</li> </ul> | <ul style="list-style-type: none"> <li>• Monday Morning</li> <li>• Monday afternoon</li> <li>• Tuesday morning</li> <li>• Tuesday afternoon</li> <li>• Wednesday morning</li> </ul> <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Logo in Conference Program Guide in conjunction with event and at food stations.</li> </ul> |



# 2015 SPONSORSHIP MODEL (cont.)

## ANNUAL LEADERSHIP DEVELOPMENT CONFERENCE SPONSORSHIP OPPORTUNITIES (CONTINUED)

| Get the Most Out of Conference Session<br>(3 Sponsors)                                                                                                                                                                                                                                                                                                                                                                | WFF Technology Sponsor<br>(2 Sponsors)                                                                                                                                                                                                                                                                                                                                                | WFF Charging Station<br>(2 Sponsors)                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Photo Booth<br>(Professional Head Shots)<br>(3 Sponsors)                                                                                                                                                                                                                                                                                                        |
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| \$10,000 each                                                                                                                                                                                                                                                                                                                                                                                                         | \$100,000 each                                                                                                                                                                                                                                                                                                                                                                        | \$100,000 each                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | \$10,000 each                                                                                                                                                                                                                                                                                                                                                   |
| <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Prime placement of logo during the session</li> <li>• Logo in Conference Program Guide in conjunction with event</li> <li>• Sponsor can provide gifts for attendees.</li> <li>• Sponsor is responsible for cost, shipping and handling of gift. Gift is subject to WFF approval.</li> <li>• Sponsor logo on communications promoting the session</li> </ul> | WFF Hot Spot—Wireless access available throughout the conference space<br><b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Branded splash page will greet users.</li> <li>• Logo in Conference Program Guide in conjunction with Technology</li> <li>• 4 VIP Registrations</li> <li>• 4 VIP Reception Invites</li> <li>• 6 Complimentary Conference Registrations</li> </ul> | <ul style="list-style-type: none"> <li>• One of the most heavily visited areas of conference that offers attendees opportunities to re-charge their technology devices</li> </ul> <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Logo throughout WFF Charging Station</li> <li>• Logo in Conference Program Guide in conjunction with WFF Charging Station</li> <li>• 4 VIP Registrations</li> <li>• 4 VIP Reception Invites</li> <li>• 6 Complimentary Conference Registrations</li> </ul> | <ul style="list-style-type: none"> <li>• Each attendee has the option to receive a professional headshot every day</li> </ul> <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Signage prominently displayed at in the hallway in front of the Photo Booth Room</li> <li>• Logo in Conference Program Guide in conjunction with Photo Booth</li> </ul> |

| Award Sponsorship<br>(4 Awards)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Transportation Sponsor<br>(2 Sponsors)                                                                                                                                    | WFF Conference Gift Sponsor                                                                                                                                  | Hotel Key Card                                                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$35,000 - \$50,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | \$25,000 each                                                                                                                                                             | \$50,000                                                                                                                                                     | \$25,000                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>• Board Service Award (\$35,000)</li> <li>• Volunteer of the Year (\$50,000)</li> <li>• SOAR Award (\$50,000)</li> <li>• Trailblazer Award (\$50,000)</li> </ul> <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Sponsor Recognition from Main stage</li> <li>• Logo on website in conjunction with Award (this is posted on the website year round)</li> <li>• Logo in Conference Program Guide in conjunction with Award</li> <li>• Sponsor receives Presenter rights</li> <li>• Up to 3 Complimentary Conference Registrations</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Sponsor signage on all shuttle services</li> <li>• Directional Signage at pick-up/drop-off locations</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Logo on WFF attendee souvenir gift (Logo placement Pre-approved by Sponsor and the WFF)</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>• Attendee room key card with your logo on one side (Attendees at the Conference Hotel and the over-flow hotels)</li> </ul> |



# 2015 SPONSORSHIP MODEL (cont.)

## ANNUAL LEADERSHIP DEVELOPMENT CONFERENCE SPONSORSHIP OPPORTUNITIES (CONTINUED)

| WFF Conference Mobile App                                                                                                                                                                                                                               | Name Badge Holder/Lanyard                                                                                                                                                                                          | Swag Bag Inserts<br>(This does not count towards your WFF Sponsorship)                                                                                                                                                                             | Room Drops (3)<br>(This does not count towards your WFF Sponsorship)                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$25,000                                                                                                                                                                                                                                                | \$50,000                                                                                                                                                                                                           | \$10,000                                                                                                                                                                                                                                           | \$25,000                                                                                                                                                                                                                                                                                                                                                             |
| <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>Your company logo on the WFF Mobile App start-up page</li> <li>Company ad on the WFF Mobile Conference App</li> <li>Company logo displayed on signage at Conference Mobile Help Desk</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>Your logo on every badge holder</li> <li>2 VIP Registrations at Conference</li> <li>2 VIP Reception Invites</li> <li>3 Conference Registrations</li> </ul> | <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>One promotion product/item will be inserted into every bag</li> <li>Sponsor is responsible for product, shipping and handling</li> <li>All products must be pre-approved by WFF</li> </ul> | <ul style="list-style-type: none"> <li>Sunday Room Drop</li> <li>Monday Room Drop</li> <li>Tuesday Room Drop</li> </ul> <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>Company product in every conference attendee's room.</li> <li>Sponsor is responsible for product, shipping and handling</li> <li>All products must be pre-approved by WFF</li> </ul> |

| WFF TV Daily News Headlines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$75,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>CNTV will produce daily news headlines during WFF's Annual Conference to be branded "WFF-TV". These video segments will be hosted by a professional television anchor, and would resemble an evening news segment. The finished videos run 4-6 minutes in length, and are prepared for distribution the same day to attendees and all WFF members.</li> </ul> <b>BENEFITS:</b> <ul style="list-style-type: none"> <li>A mention at the beginning and end of every video. "This is WFF-TV, sponsored by ..."</li> <li>Commercial placement of their pre-produced :30 second ad in each day's newscast</li> <li>An interview with a sponsor representative in the daily video news</li> <li>A banner ad on the video player that links to the sponsor website</li> <li>Daily news taped in front of the sponsor's logo</li> <li>2 VIP Registrations at Conference</li> <li>2 VIP Reception Invites</li> <li>3 Conference Registrations</li> </ul> |