

EMPOWER

LEAD

**Women's
Leadership Conference
& WOMEN'S HALL OF FAME**

Commission on the Status of Women of San Mateo County

RECOGNIZE

SATURDAY, MARCH 24, 2018

+ SPONSORSHIP PACKET

Women's Leadership Conference

& WOMEN'S HALL OF FAME

Commission on the Status of Women of San Mateo County

SATURDAY, MARCH 24, 2018

CAÑADA COLLEGE
4200 FARM HILL BLVD
REDWOOD CITY, CA 94061

9:00am–3:00pm

Conference

3:30pm

Networking Cocktail Reception

4:00 pm

Women's Hall of Fame Ceremony

For more information on sponsorships, speaking opportunities, or to register, visit www.smcwomenlead.org



Join the Commission on the Status of Women in San Mateo County for a full-day conference offering participants a unique perspective on women's leadership—rather than asking women to change themselves to “better fit” the current culture, our speakers will talk about how they are driving systemic change in corporate culture, policy, compensation, and government representation to empower women and encourage their leadership style.

At present, women make up more than half the US population and have since 1988, outnumbered men on college campuses and in degree completion. Yet their rise in the ranks of leadership, both in the political and business worlds, has plateaued. Women's presence in top leadership positions—as law partners, university school deans, and corporate executive officers—remains below twenty percent. Female “share of voice,” the average proportion of representation on op-ed pages and corporate boards, as TV pundits, and in Congress—is just 15%. In fact, it's now estimated that, at the current rate of change, it will take until 2085 for women to reach parity with men in leadership roles in our country.*

Living, as we do, at the epicenter of innovation, it is incumbent upon us to break out and bring this timetable to gender parity forward.

Join us to learn how each of us, women and men, can become a catalyst for change. We have a full day planned of informative sessions from dynamic speakers, valuable networking, and the Women's Hall of Fame reception afterwards.

*Women's leadership by the Numbers, Judith Warren, March 2014

Women's Leadership Conference

& WOMEN'S HALL OF FAME

Commission on the Status of Women of San Mateo County



Dear Community Partner:

We are excited to announce that the Commission on the Status of Women of San Mateo County is launching its Inaugural Women's Leadership Conference with the theme "Breaking Out: Empowering & Encouraging Women Leaders", happening on Saturday March 24th, 2018 at Cañada College in Redwood City. We are asking for support from our corporate partners to underwrite the costs of an event that will bring tremendous value to our community.

Our conference will feature dynamic speakers to speak on the following topics:

- • • **Capitalizing on Women's Leadership**
Creating a pipeline for powerful women leaders
- • • **Powerhouse Female Legislators**
Government & Community Engagement
- • • **Mentoring & Networking**

We are pleased to present the following sponsorship opportunities to fit different budgets.

Your support will help grow the women's leadership conference and provide access for any woman to attend. If you have any questions regarding sponsorships for this event or would like to explore a custom sponsorship, please contact Leila Perreras at (650) 678-8638 or cswinfo@smcgov.org.

Sincerely,

Carole Groom

San Mateo County Board Supervisor, District 2



SPONSORSHIPS

We have the following different levels to fit your business needs & budget.

| | PRESENTING \$15,000 + | DIAMOND \$10,000 | RUBY \$7,500 | SAPPHIRE \$5,000 | EMERALD \$2,500 | TOPAZ \$1,500 |
|---|---------------------------------|----------------------------|------------------------|----------------------------|---------------------------|---|
| Tickets | 20 | 10 | 10 | 5 | 5 | 2 |
| Invitations to attend private VIP "thank you" reception Women's Hall of Fame | 20 | 10 | 10 | 5 | 5 | 2 |
| Introduction by Master of Ceremonies and opportunity to welcome guests | ✓ | | | | | |
| Logo prominently displayed on all on-site signage, printed materials, social media, event site, conference advertising email blasts and acknowledgment as the Presenting Sponsor on all marketing materials | ✓ | | | | | |
| Banner display opportunity (vertical retractable banner preferred) | ✓ | ✓ | ✓ | ✓ | | |
| Mention in (2) press releases surrounding the Conference (pre-event and post-event) | ✓ | ✓ | ✓ | ✓ | | |
| Resource table | ✓ | ✓ | ✓ | ✓ | | |
| Logo displayed on all on-site signage, printed materials, social media, event site, conference advertising email blasts | ✓ | ✓ | ✓ | ✓ | ✓ | <i>Listing in program and sponsor signage</i> |
| Logo/Ad space opportunity | <i>Full Page Ad</i> | <i>Full Page Ad</i> | <i>Full Page Ad</i> | <i>1/2 Page Ad</i> | <i>1/2 Page Ad</i> | <i>1/4 Page Ad</i> |

Interested in a custom sponsorship opportunity for your organization?
 For inquiries on the above sponsorship/partnership opportunities, please contact Leila Perreras at (650) 678-8638. You will receive a confirmation email of your benefits and send you the registration link for your guests or you may send the attached form with their names.

Tax ID # 94-6000532

CSW-Women's
Leadership
Conference
Sponsorship
Form

Business Name

Address

Contact Name

Title

Email

Phone

Alternative
Contact Name

Title

Email

Phone

Yes, we would like to be part of the inaugural SMC CSW Women's Leadership Conference!

We will provide a check for our sponsorship which is enclosed

Charge our credit card: American Express MasterCard Visa Other:

Card Number

Expiration

CSV Security Code

Billing Zip Code

The level we will be
participating is:

PRESENTING SPONSOR
\$15,000 (2 available)

SAPPHIRE LEVEL \$ 5,000

DIAMOND SPONSOR LEVEL
\$10,000 (4 available)

EMERALD LEVEL \$ 2,500

RUBY SPONSOR LEVEL
\$ 7,500

TOPAZ LEVEL \$ 1,500

Individual tickets at \$ 100.00 each

Event program: 1/4 page/\$ 250 1/2 page/\$ 500 Full-page/\$ 1,000

Other Amount (Specify):

Please send your logo, questions, etc. to cswinfo@smcgov.org. Please make checks payable to County of San Mateo and mail to WLC c/o Human Resources Department, 455 County Center 5th Floor, Redwood City, CA 94063.

You can also donate via our Eventbrite page. [Click here](#). Please note: Eventbrite charges a credit card payment processing fee for payments made via their website. To avoid this fee, you can donate with a check following the instructions above.

We will send you a registration link that you can share with your guests or you may send us the following names:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

We would like to donate _____ number of tickets towards the scholarship pool to offer someone the opportunity to attend this conference.

THANK YOU FOR
SUPPORTING THE
COMMISSION ON THE
STATUS OF WOMEN OF
SAN MATEO COUNTY!



SPONSORSHIP PACKET WAS DESIGNED BY
CHRISTOPHER DESIGN. FOR MORE INFO,
CONTACT: CJ@CHRISTOPHERJORDAN.CO

CONFERENCE LOGO DESIGNED BY: JULIE GOEBEL

**Women's
Leadership Conference
& WOMEN'S HALL OF FAME**

Commission on the Status of Women of San Mateo County

SMCWOMENLEAD.ORG

PRINT-FRIENDLY FLYERS

The following pages contain printer-friendly flyers for you to print, post and share. Choose from black-and-white or color.

EMPOWER

LEAD

**Women's
Leadership Conference
& WOMEN'S HALL OF FAME**

Commission on the Status of Women of San Mateo County

RECOGNIZE

SATURDAY, MARCH 24, 2018

Breaking Out:

Empowering & Encouraging Women Leaders

9:00-3:00 pm

Cañada College, Redwood City

Followed by the Women's Hall of Fame Reception

+ For more info and to register, visit www.smcwomenlead.org

EMPOWER

LEAD

**Women's
Leadership Conference
& WOMEN'S HALL OF FAME**

Commission on the Status of Women of San Mateo County

RECOGNIZE

SATURDAY, MARCH 24, 2018

Breaking Out:

Empowering & Encouraging Women Leaders

9:00-3:00 pm

Cañada College, Redwood City

Followed by the Women's Hall of Fame Reception

+ For more info and to register, visit www.smcwomenlead.org