



COUNTY OF SAN MATEO
COMMISSION ON THE STATUS OF WOMEN

**REIMAGINE
INSPIRE
SUPPORT
EMPOWER
2♀20**

Sponsorship Packet



March 7, 2020

Skyline College, San Bruno, CA

ABOUT THE CONFERENCE

The San Mateo County Commission on the Status of Women's biannual Women's Leadership Conference (WLC) brings together women and girls for a day focused on cultivating female leaders. After a sold-out inaugural event in 2018, we are launching our second conference on March 7, 2020 at Skyline College in San Bruno, CA.

This year's theme, "RISE 2020," invites our participants and sponsors to reimagine, inspire, support, and empower women leading the way for gender equity, inclusion, and access efforts at home and abroad. Our conference program takes inspiration from community conversations held around San Mateo County in 2018-2019 to ask what women here need.

Our speakers will represent diversity of thought and experience that is integral to expanding opportunities for women across social and cultural differences, including gender, race, ethnicity, class, age, sexuality, and disability.

At present, women make up more than half the US population and account for 47% of the U.S. labor force and 52.5% of the college-educated workforce. Yet they lag substantially behind in leadership positions. Even with significant gains in 2018 elections, women only represent 24% of members in Congress, 28% of seats in state legislatures, 18% of governors and women of color represent less than 9% of members of Congress. Overall, there is a gap between the small numbers of women at the top and the vast majority of women nationwide.* Located at the epicenter of progress and innovation, our conference aims to promote inclusive leadership and community-building by supporting current and future female change-makers.

Full-day passes include access to all sessions, the Women's Hall of Fame, breakfast and lunch with keynote speakers, and iRISE reception for \$69 per person. Space is limited, so early registration is strongly recommended.

For more information on sponsorships, speaking opportunities, or general registration, visit smcwomenlead.org.

**The Women's Leadership Gap, Judith Warner, Nora Ellman, Diana Doesch, November 2018*



Dear Community Partner,

We are excited to announce that the San Mateo County Commission on the Status of Women will be hosting the second biannual Women's Leadership Conference on Saturday March 7th, 2020 at Skyline College in San Bruno and is anticipated to attract 250+ participants. The theme of our second conference is "2020 RISE," honoring the recent ascent of women into key leadership roles across business, education, and government. We are asking for support from our corporate partners to underwrite the costs of an event that will bring tremendous value to our county and community.

Our conference will feature keynote and session speakers covering topics such as:-

- Advancing Equity, Inclusion & Representation for Women: issue-specific guidance, industry-focused approaches, and cross-sector collaborations.
- Cultivating & Fulfilling Workplace Ambitions: self-advocacy, career sponsorship, and professional goals and boundaries.
- Navigating Work-Life Transitions: childcare, workforce reentry, and academic/career planning.

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, regardless of financial means. If you have any questions regarding sponsorships for this event or would like to explore a custom sponsorship, please contact Tanya Beat at (650) 363-4467 or cswinfo@smcgov.org.

Sincerely,

Supervisor Carole Groom
San Mateo County Board Supervisor

Sponsor Level Benefits

ask about deadlines to receive all benefits listed



RISE Sponsor \$10,000+

- Introduction by Master of Ceremonies and opportunity to welcome guests
- Company logo and sponsorship level prominently displayed on WLC promotional content across print and web marketing, including on-site signage, event program, conference website, and social media and e-mail advertising campaigns.
- Banner display opportunity (provided by sponsor/ vertical retractable banner preferred) and/or resource table
- Exclusive opportunity to provide promotional swag to all participants
- Mention in (2) press releases surrounding the Conference (pre-event and post-event)
- Recognition in thank you letter /email sent to all event participants
- Access to attend Women's Leadership Conference & Women's Hall of Fame

Advocate \$7,500

- Company Logo and sponsorship level prominently displayed on WLC promotional content across print and web marketing, including on-site signage, event program, conference website, and social media and e-mail advertising campaigns.
- Mention in (2) press releases surrounding the Conference (pre-event and post-event)
- Opportunity to provide promotional swag to all participants
- Recognition in thank you letter /email sent to all event participants
- Logo on Conference website and social media platforms with link to company website
- Access to attend Women's Leadership Conference & Women's Hall of Fame

Sponsor Level Benefits

ask about deadlines to receive all benefits listed



Partner \$5,000

- Company Logo and sponsorship level prominently displayed on all WLC promotional content for print and web marketing, including on-site signage, event program, conference website, and social media and e-mail advertising campaigns.
- Access to attend Women's Leadership Conference & Women's Hall of Fame

Supporter \$2,500

- Listing on website, in program and sponsor signage
- Access to attend Women's Leadership Conference & Women's Hall of Fame

Friend \$1,000

- Listing on website and in program
- Access to attend Women's Leadership Conference & Women's Hall of Fame

Custom Sponsorship includes opportunities to sponsor conference-specific elements such as:

- Printed Program
- Breakfast, Lunch, or the iRISE Reception
- Speaker travel
- Discounted transportation for participants in need
- Women's Hall of Fame awards
- Promotional Products (laynards, bags, pens, etc)
- Water Stations and non-plastic water bottles

Sponsorship Form

Business Name: _____

Address: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Alternative Contact Name: _____ Title: _____

Phone: _____ Email: _____

Payment

Enclosed is a check made payable to the County of San Mateo for \$ _____

Please bill the following credit card for \$ _____

**Due to additional fees with credit cards added to your balance, we encourage you to issue checks.*

American Express MasterCard Visa Other

Account # _____ Security Code: _____

Expiration Date: _____ Signature: _____

Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Levels

- Headline at \$10,000
- Advocate at \$7,500
- Partner at \$5,000

Program Advertising

- Full-page \$1,000
- Half page \$500
- Business card \$250

- Supporter at \$2,500
- Friend at \$1,000
- Individual tickets at \$50

Please return this form with your check to: **SMC Commission on the Status of Women; 455 County Center, 5th Floor; Redwood City, CA 94063** OR send a PDF copy of this form and high-resolution institutional logo to cswinfo@smcgov.org. For inquiries related to 2020 RISE partnership opportunities, please contact Commission Director, **Tanya Beat** tbeat@smcgov.org or (650) 363-4467. Learn more at smcwomenlead.org. All sponsors will receive a confirmation email that includes form receipt, level benefits, and a follow up email.

The Commission thrives on the support of the community.
Thank you for supporting the San Mateo County Commission on the Status of Women!

Sponsor a Young Woman

The Women's Leadership Conference brings together women and teens from all around San Mateo County. Help us fill 1/3 of our seats with those who cannot afford to attend otherwise. Just \$100 sponsors a young woman and her chaperone.

The Commission thrives on the support of the community. Thank you for supporting the San Mateo County Commission on the Status of Women!

Donation Options

Please indicate which type of donation you are choosing to submit and the total donation amount.

- Sponsor A Young Woman: _____
- Donate Tickets: _____
- General Donation: _____

Payment

Enclosed is a check made payable to the County of San Mateo for \$ _____

Please bill the following credit card for \$ _____

**Due to additional fees with credit cards added to your balance, we encourage you to issue checks.*

- American Express MasterCard Visa Other

Account # _____ Security Code: _____

Expiration Date: _____ Signature: _____

Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

smcwomenlead.org



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