

RISE²⁰²⁴

Women's Leadership Conference

March 28, 2024

Sponsorship Packet



WOMEN'S ECONOMIC POWER: Surviving to Thriving to Driving Change

Presented by:



COUNTY OF SAN MATEO
COMMISSION ON THE STATUS OF WOMEN

About the conference



Women earn \$.78
for every \$1 that
men earn

The San Mateo County Commission on the Status of Women’s biennial RISE Women’s Leadership Conference (WLC) brings together the community for presentations and feedback on economic issues impacting women and families in San Mateo County. We are thrilled to kick off our first in-person conference in over four years on March 28, 2024 at College of San Mateo in San Mateo, CA.

This year’s theme, “Beyond Surviving to Thriving to Driving Change: Women’s Economic Power” invites our participants and sponsors to reimagine, inspire, support, and engage women on issues of childcare and financial stability.

Women have been disproportionately impacted by the COVID-19 pandemic, and women went into the pandemic worse off due to existing systemic inequities in the workforce. When the pandemic hit, frontline and service sectors were the most impacted. In many of these sectors women are occupationally segregated, making up in some cases more than 70% of a particular industry’s workforce such as child-care. It is critical to understand that when women lose jobs, lose child-care, and spend their savings to survive, it creates instability in our economy. When women are economically secure, they invest in their families, spurring economic growth and creating a more stable community for everyone.* Our speakers will represent diversity of thought and experience that is integral to economic equity for women across social and cultural differences, including gender, race, ethnicity, class, age, sexuality, and disability.

Full-event passes include access to presentations and speakers, breakfast and lunch, and the marketplace. There is also an option to apply for childcare scholarships. Space is limited, so early registration is strongly recommended. For more information on general registration, childcare scholarship application and speakers, visit smcwomenlead.org

**California Commission on the Status of women & Girls; US Dept of State, 2022*



Noelia Corzo

San Mateo County
Board Supervisor

SMC Survey Respondents:



68% delayed or
abandoned career
opportunities due to
lack of child-care.

Dear Community Partner:

We are excited to announce that the Commission on the Status of Women of San Mateo County is producing the fourth Women's Leadership Conference with the theme "Women's Economic Power: Surviving to Thriving to Driving Change" happening on Thursday, March 28th, 2024 at College of San Mateo in San Mateo. As the Board Supervisor assigned to the Commission on the Status of Women, I am asking for support from our corporate partners to underwrite the costs of an event that spotlights economic drivers of success for women and families in our community.

Our conference will feature keynote speakers and presenters on topics such as:

- Racial equity and Purpose for systemic change
- Financial Learnings on Asset-building, Savings, and Wage Gap
- Childcare is a Right, is Worthy Work and is critical for Economic Growth

The goal of this conference is to present data and share stories from women in San Mateo County that stimulate conversation and feedback for community solutions. We need your feedback for solutions and recommendations to the Board of Supervisors that best supports women and family's economic power in the County.

We are pleased to present the following sponsorship opportunities to fit different budgets. Your support will provide access for any woman to attend, increase scholarships for childcare, and strengthen our speaker pool. 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 tbeat@smcgov.org.

Sincerely,

Noelia Corzo
San Mateo County Board Supervisor

Sponsor Levels



TRANSFORMATIVE INVESTOR

\$10,000

- Introduction by Master of Ceremonies & opportunity to welcome participants.
- Company & Logo prominently displayed on RISE 2024 promotional content across virtual & print marketing, including signage, event program, website, social media and email campaigns.
- Banner display opportunity and/or resource table.
- Exclusive opportunity to provide custom promotional swag.
- Mention in (2) press releases surrounding RISE 2024 (pre- and post-).
- Recognition in a post-event message sent to all participants.
- Access to attend RISE 2024 and Women's Hall of Fame (March 8, 2024).

FISCAL INNOVATOR

\$7,500

- Company & Logo prominently displayed on RISE 2024 promotional content across virtual & print marketing, including signage, event program, website, social media and email campaigns.
- Opportunity to provide swag to speakers.
- Mention in (2) press releases surrounding RISE 2024 (pre- and post-).
- Recognition in a thank you email sent to all participants.
- Access to attend RISE 2024 and Women's Hall of Fame (March 8, 2024).

Sponsorship Deadline for Benefits: February 23, 2024

Sponsor Levels



WEALTH BUILDER

\$5,000

- Company & Logo prominently displayed on RISE 2024 promotional content across virtual & print marketing, including signage, event program, website, social media and email campaigns.
- Access to attend RISE 2024 and Women's Hall of Fame (March 8, 2024).

EQUITY ADVOCATE

\$1,000-\$2,500

- Sponsorship Listing on website and in program.
- Access to attend RISE 2024 and Women's Hall of Fame (March 8, 2024).

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

- Printed Program
- Breakfast or Lunch
- Speaker transportation
- Transportation access for participants in need
- Promotional Products (lanyards, bags, pens, etc)
- Water stations and non-plastic water bottles

Sponsorship Deadline for Benefits: February 23, 2024

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 \$ _____

**Additional fee for credit card processing is added.*

I request a wire transfer

Account # _____ Security Code: _____

Expiration Date: _____ Signature: _____

Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Levels

Transformative Investor at \$10,000

Fiscal Innovator at \$7,500

Wealth Builder at \$5,000

Equity Advocate at \$1,000 - \$2,500

Custom

Donation (accepted anytime)

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 email this form to tbeat@smcgov.org. Please also email a high-resolution institutional logo to tbeat@smcgov.org. For inquiries related to RISE 2024 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. ***Sponsorship Deadline for Benefits is February 23, 2024***

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