



LOS ANGELES COUNTY

Women's Leadership Conference

LOS ANGELES COUNTY'S 12TH WOMEN'S LEADERSHIP CONFERENCE

The County of Los Angeles is proud to host the twelfth Los Angeles County Women's Leadership Conference on April 14, 2022, at the beautiful Westin Bonaventure in Downtown Los Angeles. The Conference brings together a broad spectrum of like-minded professionals to network and learn from leaders in government, business, and community. We anticipate 1,000 attendees from County departments, outside agencies, and the general public. The goal of our Leadership Conferences is to inspire and empower attendees to take leadership roles in business, government, and their community.

The conference continues to grow in popularity and therefore provides a unique marketing opportunity for you and your company, enabling you to reach hundreds of professionals and household decision makers.

With this opportunity in mind, the Conference Planning Committee invites you to join us for this exciting and innovative event as a conference sponsor. A variety of conference sponsorship packages have been created and can be reviewed in the enclosed materials.

You may reserve a sponsorship opportunity by contacting the Conference Committee at lacwlc@pw.lacounty.gov who can also answer any additional questions you may have about the conference.

For information and highlights from our past conferences, please visit our conference website at: www.lacountywomensleadership.org. Thank you in advance and we look forward to working with you as a sponsor for the 2022 Women's Leadership Conference.

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Sponsorship Opportunities

		EXHIBITOR BOOTH	BRONZE	SILVER	PLATINUM	DIAMOND	PRESENTING
SPECIFICATIONS		\$1,000	\$2,000	\$3,000	\$7,500	\$15,000	\$35,000
Exhibit booth (includes 2 complimentary lunches for exhibit staff)	We will provide one 6' table with table cloth and 2 chairs; includes 2 complimentary lunches for individuals manning the exhibit booth	✓	✓	✓	✓	✓	✓
Your company logo on all marketing materials	Your company logo will be included in the Conference flyer and program booklet		✓	✓	✓	✓	✓
Your Company's website on Conference website	Your company logo will be included on the Conference website.		✓	✓	✓	✓	✓
Recognition announcement of your company at Conference	Your company will be mentioned as a sponsor by a Conference ambassador one time throughout the program			✓	✓	✓	✓
Your company's marketing materials (brochures, product sampling, giveaways) placed inside all gift bags	One product brandishing your company's logo, provided by your company, will be included in each gift bag to be distributed to all attendees			✓	✓	✓	✓
Half-page ad in the event program	One half-page ad in the program booklet to advertise your company and services (Deadline to provide ad is February 25, 2022)				✓		
Prominent exhibit booth	Booth will be located in a prominent position outside of the main hall				✓	✓	✓
Your company will be mentioned on social media releases	Your company will be mentioned on the Conference Social Media platforms.				✓	✓	✓
Full-page ad in the event program	One full-page ad in the program booklet to advertise your company and services (Deadline to provide ad is February 25, 2022)					✓	✓
Prominent display of your company logo at event	Your logo will be displayed on signs in main foyer and main ballroom, and will be included in the Conference power point presentation					✓	✓
Prominent luncheon table for 10 (includes 8 lunch seats plus 2 exhibitor staff seats for a total of 10)	One table will be reserved, includes 10 complimentary lunches					✓	✓
Speaking opportunity to promote your company to audience	One member of your organization will be allotted 3 minutes to address the audience. Speaking points to be approved by conference committee						✓
Presenting Title (e.g. Presented by...)	The Conference title will be followed by "Presented by Your Organization". The presenting title will be included in all marketing materials including flyers, website, program, name badges, etc.						✓
Logo on Gift Bag	Company Logo will be printed on all gift bags						✓
Opportunity to introduce a conference speaker	One person from your organization will be given the opportunity to introduce a conference speaker. Speaking points to be provided by the Conference committee						✓

Note: Distribution of marketing materials should align with the goals for the Women's Leadership Conference and be in the best interest of the County of Los Angeles



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Gift Bag Donations

- 1,050 items to be included in the gift bag provided to attendees
- Company will be mentioned on Conference website and in Conference program

Door Prize Donation

- Gift baskets, electronic items, gift cards, etc.
- Company will be mentioned on Conference website and in Conference program

Afternoon Refreshments Sponsor

- Sponsor afternoon break refreshments
- Logo will be included on Conference website and in Conference program
- Recognition announcement of your company at Conference
- Your company will be mentioned on social media releases
- 2 Complimentary Tickets

Wi-Fi Sponsor

- Sponsor Wi-Fi for the Conference venue
- Logo will be included on Conference website and in Conference program
- Recognition announcement of your company at Conference
- Your company will be mentioned on social media releases
- 4 Complimentary Tickets

Sponsorship commitment deadline: February 11, 2022

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Visit our website at: www.lacountywomensleadership.org



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SPONSORSHIP REGISTRATION FORM

- Presenting - \$35,000
 - Diamond - \$15,000
 - Platinum - \$7,500
 - Silver - \$3,000
 - Bronze - \$2,000
 - Exhibitor Booth - \$1,000
 - Other Sponsorship Opportunities
- Gift Bag Item (specify): _____ Qty: _____ Value: _____
- Door Prize (specify): _____ Qty: _____ Value: _____
- Afternoon Refreshments (specify): _____ Qty: _____ Value: _____
- Wi-Fi (specify): _____ Qty: _____ Value: _____

Organization Name: _____

Contact Name: _____

Contact Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone No: _____ **E-mail:** _____

Signature: _____ **Date:** _____

Please make checks/money orders payable to:
Public Works Women's Leadership Conference or PWWLC

Mail to: TBD
ATTN: PWWLC

For Questions: lawlc@pw.lacounty.gov
Thank you for your contribution and we look forward to working with you!

Visit our website at: www.lacountywomensleadership.org



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Your Ad in the Program Booklet

(Due by February 25, 2022)

Full-Page Ad

5.25" x 7.75"

\$800 (*Color*)

\$500 (*Black & White*)

Half-Page Ad

5.25" x 3.875"

\$400 (*Color*)

\$275 (*Black & White*)

Send ad to:

lacwlc@pw.lacounty.gov

Acceptable formats:

High resolution PDF preferred

(Please include Ps, iD, or Ai file)