



LOS ANGELES COUNTY

# Women's Leadership Conference

## **LOS ANGELES COUNTY'S 13<sup>TH</sup> WOMEN'S LEADERSHIP CONFERENCE**

The County of Los Angeles is proud to host the 13<sup>th</sup> Los Angeles County Women's Leadership Conference on August 15, 2024, at The Westin Bonaventure Hotel & Suites, 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 Conference 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 Nadia Herman at [nadia@innovatemkg.com](mailto:nadia@innovatemkg.com) 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](http://www.lacountywomensleadership.org). Thank you in advance and we look forward to working with you as a sponsor for the 2024 Women's Leadership Conference.

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## Sponsorship Opportunities

SPECIFICATIONS		EXHIBITOR BOOTH	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	PRESENTING
		\$1,500	\$3,000	\$5,000	\$7,500	\$10,000	\$25,000	\$50,000
Exhibitor booth	Includes one 6' table with tablecloth and 2 chairs; includes 2 plated lunches for exhibit staff (see notes below)	✓	✓	✓	✓	✓	✓	✓
Your company logo on all marketing materials	Your company logo will be included on 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			✓	✓	✓	✓	✓
Your company will be mentioned on social media releases	Your company will be mentioned on the Conference Social Media platforms.				✓	✓	✓	✓
Complimentary Conference tickets	Tickets for the conference include a continental breakfast and a plated lunch in the ballroom. Reserved seating will be at a prominent table.				3 tickets	Reserved Seating 5 tickets	Reserved Table (10 tickets)	Reserved Table (10 tickets)
Half-page ad in the event program	One half-page ad in the program booklet to advertise your company and services					✓		
Full-page ad in the event program	One full-page ad in the program booklet to advertise your company and services						✓	✓
Prominent exhibitor booth	Booth will be placed in a prominent position outside of the main hall					✓	✓	✓
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						✓	✓
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						Breakout Speaker	Keynote Speaker
Refreshment break sponsor	Prominent display of your company logo during the morning or afternoon refreshment break.					✓		
Breakfast sponsor	Prominent display of your company logo during breakfast						✓	
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. It will all be printed on all gift bags.							✓
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							✓

**Note:**

1. A representative must always be present at the exhibit booth. Lunch will be served at your booth.
2. 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.

### **Advertisement in the Event Program**

You may purchase an advertisement in the event program, which will be printed for the event and available online, for the following costs.

<b>Full-Page Ad</b> Full Color  \$800	<b>Half-Page Ad</b> Full Color  \$400
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**Sponsorship commitment deadline: April 15, 2024**

Visit our website: [lacountywomensleadership.org](http://lacountywomensleadership.org)



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## SPONSORSHIP REGISTRATION FORM

- Presenting - \$50,000
  - Diamond - \$25,000
  - Platinum - \$10,000
  - Gold - \$7,500
  - Silver - \$5,000
  - Bronze - \$3,000
  - Exhibitor Booth - \$1,500
  - Other Sponsorship Opportunities
- Gift Bag Item (specify): \_\_\_\_\_ Qty: \_\_\_\_\_ Value: \_\_\_\_\_
- Door Prize (specify): \_\_\_\_\_ Qty: \_\_\_\_\_ Value: \_\_\_\_\_
- Advertisement in the Event Program    Full-Page (\$800)    Half-Page (\$400)

**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:** Innovate Marketing Group 300 S. Raymond Ave. Ste. 2 Pasadena, CA 91105

**ATTN:** PWWLC

Please email [nadia@innovatemkg.com](mailto:nadia@innovatemkg.com) with any questions.

Thank you for your contribution and we look forward to working with you!

Visit our website: [lacountywomensleadership.org](http://lacountywomensleadership.org)