



2022

inspiring women leaders

Ignite and Inspire™

Dear Colleague,

The University of Florida's Office of Professional and Workforce Development and Warrington College of Business are pleased to announce that the 5th Annual Inspiring Women Leaders (IWL) Conference for March 8-9, 2022.

This two-day event will provide attendees with professional development and personal growth opportunities as they participate in dynamic and impactful conference sessions and engaging networking events. IWL serves as the platform to connect with leaders and serve as an instructive learning platform designed to provide attendees with the tools to enhance their leadership and business skills.

Over the last four years the IWL conference has seen amazing growth, starting with 150 attendees and reaching over 320 attendees with the 2020 conference, while also continuing to serve as an engaging and exciting community of men and women leaders from year to year. Having hosted a successful virtual event in 2021, the conference welcomed 250 attendees by engaging, connecting, and growing together. As a sponsor, you will play a vital role in ensuring the continued success of this annual event and demonstrate your organization's support for the professional development and growth of leaders in today's workforce. Highlighted below are important aspects of sponsorship for the event that will allow to showcase your business's products and services, connect with leaders, and capture important data that will further drive your business growth:

- Align your brand with an event that empowers individuals to unlock their potential as leaders
- Enable professionals to access high-quality leadership training and networking at an affordable price
- Strengthen your workforce: More women in leadership roles means better results for your bottom line
- Reach hundreds of talented, professionals at one time
- Receive acknowledgment during the event and in conference materials
- Attend networking events with business influencers
- Access event's social media markets and audiences

Join us for the opportunity to navigate the future together at the 2022 Inspiring Women Leaders Conference!



Andrew Campbell, CMP, CMM
Director, UF OPWD
apc@ufl.edu



Laurie Brown
Assistant Director, UF OPWD
lbrown@ufl.edu

**Spark
Level****\$1,000****Ignite
Level****\$2,000****Illuminate
Level****\$3,000****Brilliance
Level****\$5,000**

Sponsorship Levels & Benefits

Brilliance Level \$5,000

- 60 Second Spotlight in Conjunction with Keynote Speaker Session
- Featured Recognition during Conference Welcome each Day of the Event
- Featured Recognition on Conference Slideshow Presentation during both Days of the Event
- 6 Complimentary Registrations (up to a \$1,800 value)
- Opportunity to Host Networking Event, Breakfast, or Lunch
- 6ft Exhibit Table at Event to Network with Attendees
- Sponsor Recognition in Marketing Materials and Digital Distributions
- Logo Placement and Link on Conference Website
- Social Media Posts Pre and Post Event
- Banner Ad & Custom Sponsor Page on Conference App with ability to Capture Attendee Data
- Access to Attendee List with Contact Information of Participants that Opt-In
- Access to Post Event Data and Analytics

Illuminate Level \$3,000

- Featured Recognition on Conference Slideshow Presentation during both Days of the Event
- 4 Complimentary Registrations (up to a \$1,200 value)
- Opportunity to Host Conference AM or PM Break
- 6ft Exhibit Table at Event to Network with Attendees
- Sponsor Recognition in Marketing Materials and Digital Distributions
- Logo Placement and Link on Conference Website
- Social Media Posts Pre and Post Event
- Banner Ad & Custom Sponsor Page on Conference App with ability to Capture Attendee Data
- Access to Attendee List with Contact Information of Participants that Opt-In
- Access to Post Event Data and Analytics

Ignite Level \$2,000

- Featured Recognition on Conference Slideshow Presentation during both Days of the Event
- 2 Complimentary Registrations (up to a \$600 value)
- Sponsor Recognition in Marketing Materials and Digital Distributions
- Logo Placement and Link on Conference Website
- Social Media Posts Pre and Post Event
- Banner Ad on Conference App
- Access to Attendee List with Contact Information of Participants that Opt-In
- Access to Post Event Data and Analytics

Spark Level \$1,000

- Featured Recognition on Conference Slideshow Presentation during both Days of the Event
- 1 Complimentary Registration (up to a \$300 value)
- Logo Placement and Link on Conference Website
- Sponsor Recognition in Marketing Materials and Digital Distributions



Please place an X next to the level of sponsorship commitment for the 2021 Inspiring Women Leaders Conference:

Brilliance Level - \$5,000

Illuminate Level - \$3,000

Ignite Level - \$2,000

Spark Level- \$1,000

Other Custom Level \$_____

Total Sponsorship: \$_____

Payment Information: All Invoices are net 30 days.

Please select your method of payment:

- Invoice me for payment by Check
- Invoice me for payment by Bank Wire Transfer
- Invoice me for payment by Credit Card

Please also provide a high-resolution image (min. 300 DPI) of your company logo when submitting the application.

Company Name: _____

First Name: _____

Last Name: _____

Title: _____

Office Phone: _____

Cell Phone: _____

Email: _____

Signature: _____

Date: _____

Please return commitment form and logo to:

Katie MacWilkinson, CMP Email: kmacwilkinson@ufl.edu