

# SPONSORSHIP OPPORTUNITIES



## WOMEN SUPPORTING WOMEN

*Mission: We inspire women to rise together.*



[TeamWomen](#) is a premier professional women’s organization deeply committed to developing future generations of women in leadership. Membership includes 600 women from the C-suite to young professionals who work in a variety of key industries including business, corporate, sports and civic organizations. We inspire women to make meaningful connections and rise together through 40 leadership development events each year, as well as our Annual Leadership Conference, Young Professionals [WaveMaker Awards](#) and [Empower Leadership Academy Gala](#). Our 12-month Mentor Program provides one-on-one opportunities for professional development and growth in reaching one’s full potential, and Empower Leadership Academy allows us to instill lifelong confidence and leadership skills in girls from 5th through 12th grade. TeamWomen is proud to support women from the classroom to the boardroom.

### TEAMWOMEN 2020 OVERVIEW

- 76 mentor pairs | 327 total pairs since 2012
- 51,600+ website visits
- 35,000+ social media impressions per month
- 8,200 e-newsletter subscribers
- All featured sponsor events are promoted on our partner/chamber sites including TwinWest Chamber of Commerce, Minneapolis Regional Chamber, St. Paul Area Chamber of Commerce, and Twin Cities Society for Human Resource Management.

### TEAMWOMEN 10TH ANNUAL LEADERSHIP CONFERENCE

- August 25, 2021 | 7:30 AM-5:00 PM
- Hybrid In-Person/Virtual Conference | Hyatt Regency Minneapolis

### TEAMWOMEN MEMBER DEMOGRAPHICS:

**600**  
Membership

- 38% Director Level to C-Suite
- 30% Manager Level
- 30% Consultants | Entrepreneurs
- 2% Women in Transition

Org/Corporation Annual Revenue

- 27% 1-10 Million
- 32% 10-100 Million
- 33% 100 Million or More

**14,432**  
Total Event Attendance

BENEFITS	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
INVESTMENT	\$10,000	\$5,000	\$2,500
<b>PREMIER BENEFITS</b>	<i>(PICK TWO)</i>	<i>(PICK ONE)</i>	
Sponsor 1 mentor program cohort (offered in Fall/Spring)	x	x	
Hold 1 Empower Leadership Half-Day Academy	x	x	
Join 1 video podcast episode (featured on blog, eBlast, and social media)	x	x	
Provide monthly thought leadership content to circulate on blog, eBlasts, and social media	x	x	
<b>EVENTS (LIVE OR VIRTUAL)</b>			
Featured sponsor at signature events	3x	2x	1x
Tickets included with each event	2	2	2
Formal on-site recognition at opening & closing of event	x	x	x
Exhibit table or logo linked to website for marketing materials	x	x	x
Podium time for up to 3 minutes	x	x	x
Sponsor ribbon for staff at events	x	x	x
Opportunity to provide branded giveaways (in person or mailed)	x	x	x
Attendee opt-in list from all events	x	x	x
Inclusion in thank you announcements during all events	x	x	x

BENEFITS	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
<b>BRANDING</b>			
Mention in media coverage, interviews, press releases & social media	x	x	
Inclusion in eBlast advertisements	6	4	2
Video or written sponsor profile in 1 eBlast (featured on blog & social media)	x	x	x
Logo on website, event marketing & social media	x	x	x
<b>MEMBERSHIPS</b>			
Free annual memberships	10	5	3
Complimentary job postings	x	x	x