

NC Chamber

WOMEN

A FORCE IN BUSINESS

OCTOBER 22, 2020 | CHARLOTTE CONVENTION CENTER | CHARLOTTE, NC

MARKETING OPPORTUNITIES



Women > A Force in Business

October 22, 2020 | Charlotte Convention Center | Charlotte, NC

This one-day event promotes leadership development, advocacy, mentorship and personal wellness for women in the workplace, as well as their male peers. Join us as we explore pathways to leadership, what it's like at the top and how men and women can work together to bring along the next generation of female leaders. This is the most highly attended NC Chamber event and promises incredibly high ROI for event sponsors.

“This is my second year attending this conference and I already can’t wait for next year! As a firm believer in women supporting women, this is one day each year where I can be surrounded by hundreds of strong, supportive, brilliant women all looking to raise each other up, up, up and right through every glass ceiling!!!”

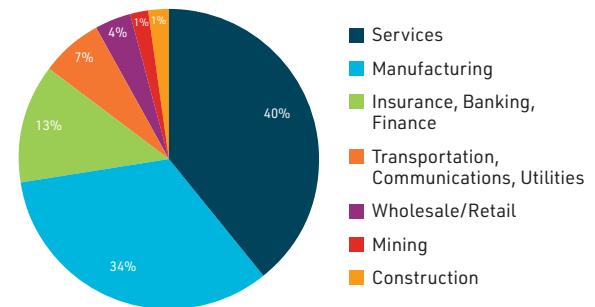
Sheryl Roberts
Smith Anderson

Attendees by Title

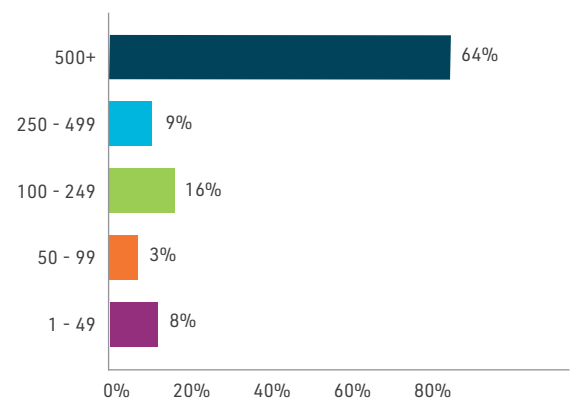
Communications	5%
Director	21%
Finance	1%
Government Affairs	6%
Human Resources	9%
Legal	4%
Manager/Supervisor	23%
President/CEO	6%
C-Suite	3%
Vice President	12%
Coordinator/Specialist/Associate	7%
Assistant	4%

Categories are not mutually exclusive.

Attendees by Industry



Employer Size



	PRESENTING \$35,000	CO-SPONSOR \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,000	EXHIBITOR \$495
Event registrations/seats included	65	35	25	20	15	10	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 1 million impressions for this event, on average	●	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	●	●	●	●	●	●	●
Listing and logo as event sponsor in mobile app, including company profile page that connects to your preferred landing page	●	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●					
First right of refusal to sponsor in 2021, must be confirmed within 90 days after 2020 event	●	●					
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●					
Dedicated e-mail blast (provided by sponsor) sent to attendees. Content may also be published to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●					
Opportunity to send one push notification to all attendees through event mobile app up to three days before the event	●	●					
60-second commercial spot (provided by sponsor) played during the event	●						
Full-page print ad in the event program. Presenting Sponsor's ad will be placed as back cover.	●	●					
Half-page ad in the event program			●	●			
Quarter-page ad in event program					●		
Prominently displayed pop-up banner (provided by sponsor) at the event	●						
Opportunity to distribute promotional materials to attendees	●						
Opportunity to give welcome/introduction remarks	●						
10' x 10' exhibit booth	●	●					●

Additional branded marketing opportunities are available ranging in value from \$1,500 to \$7,500. Contact Angela Sutton at 919-792-6343 or asutton@ncchamber.com for more information.

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Tote Bag Sponsor

Attendees will carry your brand with them long after our event. Exclusive event tote bag will feature sponsor logo. Sponsor also receives social media recognition, customized mobile app push alert and 5 registrations.

Investment: \$7,500



Photobooth Sponsor

Your opportunity to make great impressions. Photobooth greenscreen will be branded with sponsor logo, and all photos will be uploaded on-site to Twitter. Sponsor will be tagged in all photos. Sponsorship also includes social media recognition, mobile app push alert and 5 registrations.

Investment: \$6,000

Wifi Sponsor

It's all about connections. Wifi sponsor receives naming rights to event wifi network, a dedicated PowerPoint slide, 1/2 page ad in event program and 5 registrations.

Investment: \$5,000

Lanyard Sponsor

All eyes will be on your company as the event lanyard sponsor. Lanyards will be branded with sponsor logo and distributed at registration. Sponsor also receives social media recognition, mobile app push alert and 5 registrations.

Investment: \$5,000



Water Bottle Sponsor

Provide refreshment and earn brand recognition as the event Water Bottle Sponsor. Event water bottle will feature your logo. Sponsor will also receive social media recognition, mobile app push alert and 5 registrations.

Investment: \$5,000



Headshot Sponsor

Your company gets a real close-up as Headshot Sponsor. Sponsor receives branding rights to headshot station, a mobile app push alert, 1/2 page ad in event program and 2 registrations.

Investment: \$5,000

Additional Marketing Opportunities



Phone Charging Sponsor

Enable event attendees to power up at the phone charging hub. Hub sponsor brands this exclusive area with marketing banners and signage. Sponsor also receives social media recognition, a customized mobile app push alert, 1/2 page ad in program and 3 registrations.

Investment: \$2,500

Event App Sponsor

Get serious screen time as the Event App Sponsor. Sponsor receives special branding through the event's mobile app, social media recognition and 3 registrations.

Investment: \$2,500



Exhibit Hall Refreshment Sponsor

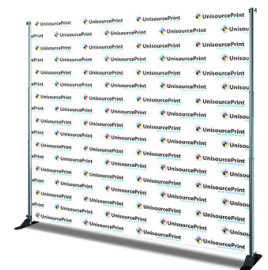
Capture the eyes of all event attendees as our Exhibit Hall Refreshment Sponsor. Your company will receive signage at the refreshment station—a high traffic, central location—where attendees can treat themselves to water, coffee and light snacks throughout the event. This sponsorship includes 3 complimentary event registrations.

Investment: \$2,500

Photo Wall Sponsor

A wall banner with your logo provides the perfect backdrop for impromptu attendee selfies. This sponsorship also includes social media recognition, a mobile app push alert and 3 registrations.

Investment: \$2,500



Bookstore Sponsor

Empower attendees to take their development to the next level as the event Bookstore Sponsor. Sponsor receives branding rights to bookstore hub, social media recognition, mobile app push alert, 1/2 page ad in event program and 2 registrations.

Investment: \$1,500

I. Contact Information

First Name _____ Last Name _____
Company Name _____
Company Website _____ Company Phone _____
Phone _____ Cell Phone _____
Email _____ Fax _____

II. Sponsorship Levels

- Presenting – \$35,000
- Co-Sponsor – \$15,000
- Platinum – \$10,000
- Gold – \$7,500
- Silver – \$5,000
- Bronze – \$3,000
- Exhibitor – \$495
- Additional Marketing Opportunity _____

III. Payment Information

Payment Type: (All payments are non-refundable)

- Visa
- Mastercard
- American Express
- Check (Payable to North Carolina Chamber)

Send Check to:

NC Chamber
701 Corporate Center Drive, Suite 400
Raleigh, NC 27607

Please charge my card \$ _____
Account Number _____
Sec. Code _____ Exp Date _____ (mm/yy) _____
Cardholder's Name _____
Signature _____
Cardholder's Address _____
City _____ State _____ Zip _____



SAVE THE DATE!

Women > A Force in Business event will be held at the Charlotte Convention Center on **October 22, 2020**.





701 Corporate Center Drive, Suite 400
Raleigh, NC 27607

ncchamber.com