AN **NC CHAMBER** EVENT

WOMEN LEAD NC

APRIL 28, 2023 | CHARLOTTE, NC

MARKETING OPPORTUNITIES

Women Lead NC: Charlotte

April 28, 2023 | Charlotte Convention Center | Charlotte, NC

This 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.

Expected Attendance: 500

"An amazing opportunity to unite women leaders from across Charlotte to make an even greater impact in our local community. This was a wonderful day full of reflection and ideas for how I can better position myself in my career and community."

Renee Shipko
Truliant Federal Credit Union

Attendees by Industry

Banking/Finance/Insurance/Real Estate	29%
Manufacturing	17%
Retail/Wholesale/Entertainment	17%
Healthcare	11%
Associations	10%
Business Services	8%
Transportation/Utilities	5%
Mining and Construction	2%
Legal Services	1%
Education	1%

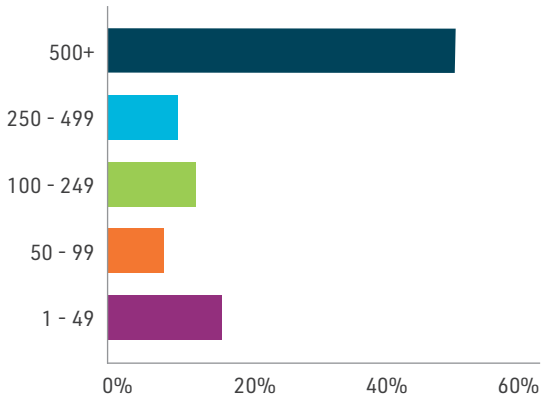
Categories are not mutually exclusive.

Attendees by Title

Manager	27%
Director	20%
Other Senior Leader	14%
VP	9%
Attorney, Partner & Legal Counsel	8%
Analyst, Engineer, Specialist	8%
Assistant, Coordinator, Representative	7%
President, C-Suite & Owner	6%

Categories are not mutually exclusive.

Attendees by Employer Size



**If this event needs to be held virtually, sponsor benefits will be adjusted accordingly*

Women Lead NC: Charlotte

	PRESENTING $35,000	CO-SPONSOR $15,000	PLATINUM $10,000	GOLD $7,500	SILVER $5,000	BRONZE $3,000	PATRON $1,500	EXHIBITOR $495
Event registrations/seats included	65	35	25	20	15	10	5	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, on average	●	●	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage, and in event program	●	●	●	●	●	●	●	●
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 2024, must be confirmed within 90 days after 2023 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 past, present, and prospective attendees and shared on NC Chamber website. Content subject to NC Chamber approval.	●							
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 with table and two chairs	●	●						●

WOMEN LEAD NC

Branding Opportunities

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 and 5 registrations.

Investment: $7,500

Notebook Sponsor
Provide a practical keepsake and earn brand recognition as the event Notebook Sponsor. Notebooks will feature your logo. Sponsor also receives social media recognition 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, 1/2 page ad in event program, and 2 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 and 3 registrations.

Investment: $2,500

WOMEN LEAD NC

Branding Opportunities

Refresh and Recharge Lounge
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, 1/2 page ad in program 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 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 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, 1/2 page ad in event program, and 2 registrations.

Investment: $1,500

NC Chamber

2023 Sponsorship Agreement

Women Lead NC: Charlotte
April 28, 2023

I. Contact Information

First Name _____ Last Name _____

Company Name _____

Company Website _____ Company Phone _____

Company Address _____

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
- ☐ Patron – $1,500
- ☐ 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 275
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 _____

Please send completed document to Angela Sutton, Director of Corporate Sponsorships: **asutton@ncchamber.com**