



AN NC CHAMBER EVENT

# WOMEN LEAD NC

NOVEMBER 8, 2023 | RALEIGH, NC

MARKETING OPPORTUNITIES

# Women Lead NC: Triangle

November 8, 2023 | Raleigh Convention Center | Raleigh, 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: 1,000*

**"I normally look forward to getting some useful "nuggets" of information at events like this. What I actually got was life changing information and actionable takeaways. I am very impressed with this event and look forward to others in the future."**

**Women Lead NC Attendee**

## Attendees by Industry

Manufacturing/Construction/Mining	45%
Insurance/Finance/Real Estate	11%
Transportation/Utilities/Engineering	8%
Wholesale/Retail	7%
Business/Civic Associations	6%
Computer/Software Services	5%
Educational Services/Institutions	5%
Legal Services	4%
Accounting/Other Services	4%
Medical/Dental Services	3%
Consulting Services	3%

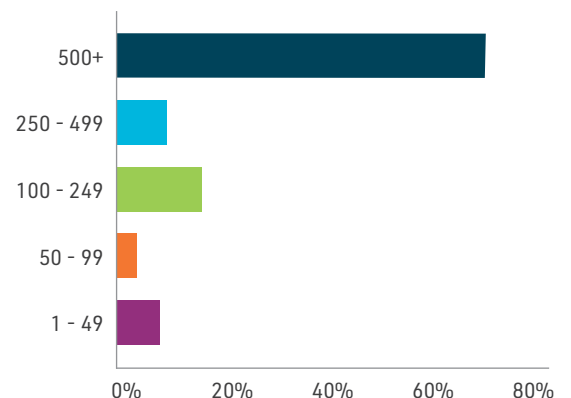
*Categories are not mutually exclusive.*

## Attendees by Title

Manager	31%
Analyst/Coordinator/Specialist	30%
Director	15%
Vice President	10%
President/Owner/C-Suite	8%
Senior Level	4%
Partner	2%

*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: Triangle

**PRESENTING** \$35,000  
**CO-SPONSOR** \$15,000  
**PLATINUM** \$10,000  
**GOLD** \$7,500  
**SILVER** \$5,000  
**BRONZE** \$3,000  
**PATRON** \$1,500  
**EXHIBITOR** \$495

	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 for this event, 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.	●							
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 with table and two chairs	●	●						●

# 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**



# 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**



## I. Contact Information

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Company Website \_\_\_\_\_ Company Phone \_\_\_\_\_  
Company Address \_\_\_\_\_  
Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
Email \_\_\_\_\_ Fax \_\_\_\_\_

## II. Sponsorship Levels

- |   |  |
|---|--|
| <input type="checkbox"/> Presenting – \$35,000                  | <input type="checkbox"/> Silver – \$5,000  |
| <input type="checkbox"/> Co-Sponsor – \$15,000                  | <input type="checkbox"/> Bronze – \$3,000  |
| <input type="checkbox"/> Platinum – \$10,000                    | <input type="checkbox"/> Patron – \$1,500  |
| <input type="checkbox"/> Gold – \$7,500                         | <input type="checkbox"/> Exhibitor – \$495 |
| <input type="checkbox"/> 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 \_\_\_\_\_