



AN NC CHAMBER EVENT

WOMEN LEAD NC

APRIL 18, 2024 | CHARLOTTE, NC

MARKETING OPPORTUNITIES

Women Lead NC: Charlotte

April 18, 2024 | 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."

Women Lead NC: Charlotte Attendee

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%

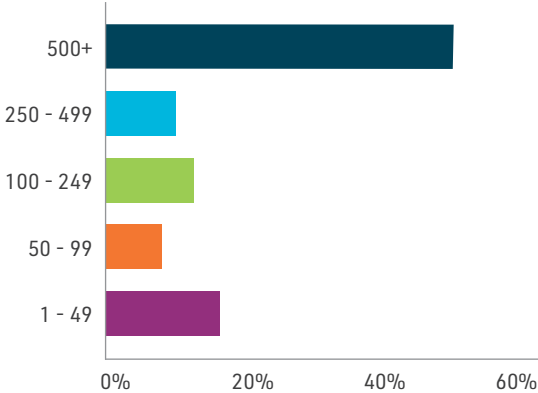
Categories are not mutually exclusive.

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



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
Sponsor 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 (listing for Exhibitor and Patron) 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 2025, must be confirmed within 90 days after 2024 event	●	●						
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●						
Opportunity to give welcome remarks; 60-second commercial spot (provided by sponsor) played during the event; Prominently displayed pop-up banner (provided by sponsor) at 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					●			
10' x 10' exhibit booth with table and two chairs	●	●						●

WOMEN LEADING

Branding Opportunities

Keynote Speaker Sponsor

\$25,000 (2 available)

Recognition from the ballroom stage during speaker introduction, slide with logo on stage screen, list of attendees, ROI report, company logo included on event materials (15 seats)



Tote Bag Sponsor

\$5,000 (1 available)

Distribute promotional tote bag on entry tables, prominent event sign, list of attendees, ROI report, company logo included on event materials (10 seats)



Gift Sponsor

\$5,000 (2 available)

Distribute promotional items on entry tables, prominent event sign, list of attendees, ROI report, company logo included on event materials (10 seats)



Networking Sponsor

\$5,000 (1 available)

Closing networking reception, prominent event signs, list of attendees, ROI report, company logo included on event materials (10 seats)



WOMEN LEAD NC

Branding Opportunities

Refreshment Sponsor

\$5,000 (1 available)

Prominent event signage in the Exhibit Hall during the event, list of attendees, ROI report, company logo included on event materials (10 seats)



Breakout Session Sponsor

\$3,000 (6 available)

Sponsor signs at room entrance and stage, welcome remarks from sponsor, introduce the panel, slide with logo on stage screen, list of attendees, ROI report, company logo included on event materials (5 seats)



Photo Wall Sponsor

\$3,000 (1 available)

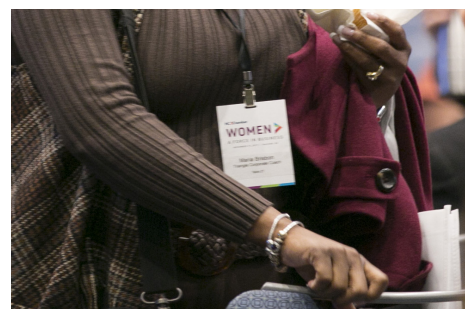
8'x8' sign with your logo and event name for selfies seen on attendees' social media, list of attendees, ROI report, company logo included on event materials (5 seats)



Lanyard Sponsor

\$3,000 (1 available)

All eyes will be on your company as the event lanyard sponsor. Lanyards will be branded with sponsor logo and distributed at registration. (3 seats)



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 – \$10,000 | <input type="checkbox"/> Silver – \$3,000 | <input type="checkbox"/> Networking – \$5,000 | <input type="checkbox"/> Photo – \$3,000 |
| <input type="checkbox"/> Co-Sponsor – \$7,500 | <input type="checkbox"/> Bronze – \$2,000 | <input type="checkbox"/> Lunch – \$5,000 | |
| <input type="checkbox"/> Gold – \$5,000 | <input type="checkbox"/> Exhibitor – \$500 | <input type="checkbox"/> Gift – \$3,000 | |

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 _____