



AN NC CHAMBER EVENT

WOMEN LEAD NC

FALL 2024 | RALEIGH, NC

MARKETING OPPORTUNITIES

Women Lead NC: Raleigh

Fall 2024

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%

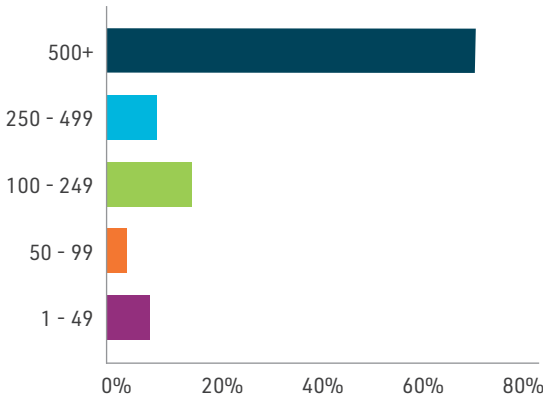
Categories are not mutually exclusive.

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



Women Lead NC: Raleigh

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 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	●	●						
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 Sponsors

\$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 Sponsors

\$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 LEADING

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 Sponsors

\$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 – \$35,000 | <input type="checkbox"/> Gold – \$7,500 | <input type="checkbox"/> Networking – \$5,000 | <input type="checkbox"/> Photo Wall – \$3,000 |
| <input type="checkbox"/> Keynote Speaker – \$25,000 | <input type="checkbox"/> Silver – \$5,000 | <input type="checkbox"/> Refreshment – \$5,000 | <input type="checkbox"/> Lanyard – \$3,000 |
| <input type="checkbox"/> Co-Sponsor – \$15,000 | <input type="checkbox"/> Tote Bag – \$5,000 | <input type="checkbox"/> Bronze – \$3,000 | <input type="checkbox"/> Patron – \$1,500 |
| <input type="checkbox"/> Platinum – \$10,000 | <input type="checkbox"/> Gift – \$5,000 | <input type="checkbox"/> Breakout Session – \$3,000 | <input type="checkbox"/> Exhibitor – \$495 |

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