



## Major Event Sponsorship Packages



Rochester Women's Network  
1598 Penfield Road  
Rochester, NY 14625

[www.RWN.org](http://www.RWN.org)

## Who We Are

Rochester Women's Network (RWN), a volunteer driven non-partisan not-for-profit association, is the premier networking group for professional women and entrepreneurs in all stages of their careers in the Greater Rochester area. Since its founding in 1978, RWN has been committed to the professional and personal growth of its members while fostering advancement of all women in the workplace.

Membership offers access to stimulating programs, a wealth of valuable benefits, and ongoing support. RWN's networking events, educational forums, and special programs all serve to nurture skills in leadership, business, and life management, while cultivating relationships and business connections. The community-at-large, including men, is also welcome to attend RWN programming.

The strength of RWN lies in its active and dedicated members who represent over 200 local employers in business, professional, and service sectors, including more than 100 women-owned businesses. Member support for one another creates opportunities for career advancement, business growth, education, and friendship.

**Your sponsorship strengthens our mission to continue support for our members and to offer programs on a wide variety of relevant topics designed to meet the needs of businesswomen and women entrepreneurs.**

*Rochester Women's Network is governed by a member-elected board of directors.*

## Major Events

Rochester Women's Network Major Events provide members with unique opportunities to create a sense of community and make connections with other members and nonmembers.

Our two annual events are significant factors in raising the profile of the organization, while also supporting 25% of our operating budget each year, enabling us to provide a growing list of benefits to our members.

## Women Inspiring Women, our Annual "W" Award Celebration

Women Inspiring Women, our annual "W" Award event, celebrates the success of local women and inspires both members and non-members to connect with and support each other.

Rochester Women's Network presents the 31<sup>st</sup> Annual "W" Award, Women Inspiring Women on May 23, 2017 at the Woodcliff.

Established in 1986, the annual "W" Award recognizes a local woman who:

- Works on behalf of women, going above and beyond the day-to-day expectations of her position to support the personal and professional growth of women
- Empowers and influences other women to learn, grow, advance and succeed through her example
- Inspires others through her courage, initiative and creative energy
- Exemplifies a high standard of integrity and respect for others

***Be a part of the 31<sup>st</sup> Annual "W" Award celebration by becoming a sponsor or supporter of the event. Community members and local media are also invited to attend.***

## RWN "W" Award Highlights

### Honoring Women

Five local women are selected from the nominees to be finalists for the annual "W" Award. RWN will honor all five women at the event.

Guests hear from all the honorees, who are encouraged to share their inspiring stories. One woman will be named the "W" Award recipient for 2016.

### Mixer & Networking

This evening event includes the opportunity to meet and mingle with honorees, members, guests, and sponsors.

### Silent Auction

A Silent Auction is held at the "W" Award Celebration, with proceeds used to further RWN programming and opportunities for our members.

## Summit Business Conference

Our annual Summit Business Conference provides members with learning and development opportunities focused on relevant professional topics. Now in its 20<sup>th</sup> year, the next full day Summit Business Conference will be held in October 2017 at the DoubleTree Hotel.

The conference includes honoring emerging women leaders. RWN's *Up and Coming Businesswomen Awards* recognizes local women for their professional and career leadership potential. Nominees must have worked in their field for less than 10 years and have demonstrated professional influence through a combination of career growth, innovative thinking, initiative, and accomplishments.

The keynote speaker is a local personality chosen to inspire, encourage, and support women. The Summit Business Conference includes breakout sessions led by experts in various fields focusing on the event theme. Our theme for 2016 was: "More Than 79¢: Realizing Your Value & Worth."

Past Summit Business Conference themes include:

- Economic Development is Everyone's Business
- Women's Work, Redefining the Balance....Home, Work, Community
- Powering the Economy Through Leadership & Innovation
- Leadership as a Lifestyle
- Leverage Your Strengths, Get to the next level
- Embracing Your Brand
- Empowering Professional Growth
- Enhancing Your Total Self
- Reaching Beyond Your Comfort Zone

The Summit's full day of professional enrichment offers time for networking, browsing vendor displays of products and services of interest to women, and wraps up with a closing reception.

## RWN Annual Summit Business Conference Highlights

### Honoring Women

Five local women are selected from the nominees to be honored at the event as *Up and Coming Businesswomen*.

Guests hear from all the honorees, who are encouraged to share their inspiring stories.

### Networking

During this full day event, attendees have the opportunity to meet and connect with honorees, members, guests, and sponsors.

### Conference Marketplace

Business owners are encouraged to participate in our conference marketplace, putting your product or service in front of all event attendees.

***Be a part of the 20<sup>th</sup> Annual Summit Business Conference by becoming a sponsor or supporter of the event. Community members and local media are also invited to attend.***

## Sponsorship Opportunities

With several sponsorship packages available, you'll find one that's sure to suit your business goals budget needs.

***Each of the sponsorship packages can be extended to both our major events for a significant savings.*** If you're interested in creating a more customized sponsorship, contact us.

**To reserve your sponsorship today, contact Sandy Richardson at (585) 271-4182.**

### Platinum Sponsor \$3,000 (four available)

Enjoy promotional benefits during the year by sponsoring one RWN major event: The "W" Awards (usually held in May) or our Summit Business Conference (usually held in October).

You will receive these benefits at the event of your choice:

- Your business name with a link to your website on the RWN event page for one full year
- Sponsor call-out in all press releases, print materials, communications, and RWN newsletter
- Two e-Mail blasts promoting your business sent to our list of 3,000 subscribers
- Open microphone acknowledgement at the event with 3 minutes to speak
- Opportunity to provide promotional materials for distribution to event guests
- Your business name presented in a digital ad running at the event
- Four social media posts (Facebook) highlighting your business as a sponsor beginning 2 months prior to the event
- Your business featured in the monthly RWN newsletter the month of the event
- Your business name prominently displayed on signage at the event
- 4 tickets to the event
- A one-year basic RWN membership for you or one of your associates (valued at \$140)
- 25% discount on additional tickets purchased

**Be a Platinum Sponsor for both our major events,** The "W" Awards (usually held in May), and our Summit Business Conference (usually held in October) and enjoy promotional benefits throughout the year for **\$5,000**, a **\$1,000 savings**.

Additional benefits for Summit Business Conference Sponsors:

- One vendor table in our vendor marketplace visited by event attendees **AND**
- One full page ad in the Summit program book distributed to all event attendees

## Gold Sponsor \$1,500 (six available)

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Enjoy promotional benefits during the year by sponsoring one RWN major event: The "W" Awards (usually held in May) or our Summit Business Conference (usually held in October).

You will receive these benefits at the event of your choice:

- Your business logo with a link to your website on the RWN event page for six months
- Sponsor call-out in all press releases, print materials, communications, and RWN newsletter
- One e-Mail blast to our list of 3,000 subscribers promoting your business
- Open microphone acknowledgement at the event with 2 minutes to speak
- Opportunity to provide promotional materials for distribution to event guests
- Your business name presented in a digital ad running at the event
- Two social media posts (Facebook) highlighting your business as a sponsor beginning 2 months prior to the event
- Your business name prominently displayed on signage at the event
- 2 tickets to the event
- A one-year basic RWN membership for you or one of your associates (valued at \$140)
- 25% discount on additional tickets purchased

**Be a Gold Sponsor for both our major events,** The "W" Awards (usually held in May), and our Summit Business Conference (usually held in October) and enjoy promotional benefits throughout the year for **\$2,500**, a **\$500 savings**.

Additional benefits for Summit Business Conference Sponsors:

- One vendor table in our vendor marketplace visited by event attendees **OR**
- One 1/2 page ad in the Summit program book

## Silver Sponsor \$750 (ten available)

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Enjoy promotional benefits during the year by sponsoring one RWN major event: The "W" Awards (usually held in May) or our Summit Business Conference (usually held in October).

You will receive these benefits at the event of your choice:

- Your business name with a link to your website on the RWN event page for three months
- Sponsor call-out in all print materials, communications, and RWN newsletter
- One e-Mail blast to our list of 3,000 subscribers promoting your business

- Your business name presented in a digital ad running at the event
- One social media post (Facebook) highlighting your business as a sponsor prior to the event
- Your business name displayed on signage at the event
- 2 tickets to the event

**Be a Silver Sponsor for both our major events,** The “W” Awards (usually held in May), and our Summit Business Conference (usually held in October) and enjoy promotional benefits throughout the year for **\$1,250**, a *\$250 savings*.

## Bronze Sponsor \$295 (twenty available)

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Enjoy promotional benefits during the year by sponsoring one RWN major event: The “W” Awards (usually held in May) or our Summit Business Conference (usually held in October).

You will receive these benefits at the event of your choice:

- Sponsor call-out in all print materials
- Your business logo presented in a digital ad running at the event
- One social media post (Facebook) highlighting your business as a sponsor prior to the event
- Your business name displayed on signage at the event
- 1 ticket to the event

**Be a Bronze Sponsor for both our major events,** The “W” Awards (usually held in May), and our Summit Business Conference (usually held in October) and enjoy promotional benefits throughout the year for **\$500**, a *\$90 savings*.



**ROCHESTER WOMEN'S NETWORK  
SPONSORSHIP STATEMENT OF INTENT**

<b>Name:</b>	
<b>Title:</b>	
<b>Company/Organization:</b>	
<b>Address:</b>	
<b>City, State, Zip Code:</b>	
<b>Email Address:</b>	
<b>Daytime Phone Number:</b>	
<b>If Vendor, What Service?</b>	

*We agree to Sponsor Rochester Women's Network Major Event(s) as indicated below. We agree to be invoiced and to provide our financial support no later than One Month prior to the event.*

**Sponsor Levels Available:**

<b>W Awards and/or Summit</b>	<b>Sponsor Level</b>	<b>Single Event</b>	<b>Both Events</b>
	<b>Platinum Sponsor</b>	<b>\$3,000</b>	<b>\$5,000</b>
	<b>Gold Sponsor</b>	<b>\$1,500</b>	<b>\$2,500</b>
	<b>Silver Sponsor</b>	<b>\$750</b>	<b>\$1,250</b>
	<b>Bronze Sponsor</b>	<b>\$295</b>	<b>\$500</b>

Please indicate your level of support and fax this form to **Rochester Women's Network, attention Sandy Richardson** at 585-271-7159. Any questions or concerns can be directed to Sandy at 585-271-4182 or [rwn@rwn.org](mailto:rwn@rwn.org)

<b>Print Name:</b>			
<b>Signature:</b>		<b>Date:</b>	

***Thank you for your support!***