



## 2019 SPONSORSHIP PACKAGES



ROCHESTER  
**WOMEN'S**  
NETWORK

CONNECT. GROW. SUCCEED.

**Rochester Women's Network**

2509 Browncroft Blvd., Suite 211

Rochester, New York 14625

[www.RWN.org](http://www.RWN.org) | 585.383.3030



## 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 - "W" AWARDS

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 33rd Annual "W" Award at Women Inspiring Women on October 24, 2019.

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

### 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 2019.

**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.



**Be a part of the 33rd Annual "W" Award celebration by becoming a sponsor or supporter of the event. Community members and local media are also invited to attend.**

# "W" AWARD SPONSORSHIP OVERVIEW

INCLUDED BENEFITS:	PLATINUM \$2,500 (one available)	GOLD \$1,000 (four available)	SILVER \$750 (six available)	BRONZE \$295 (ten available)
Open microphone acknowledgement at the event for a company representative to speak for ...	3 minutes			
Reception table to meet and greet honorees and attendees	Included			
Promotional item with your company name & logo on it along with RWN's logo given to all attendees	Journal, \$500 value	Pen, chapstick, mints, paperclips, tote or reusable straw, a \$200 value*		
Print advertisement in the program booklet	Full page	Full page	Quarter Page	
Your company logo and a link to your website on the RWN event page for ...	One year	Six months	Three months	
Your company logo & name on all print material & welcome signage at event	Included	Included	Included	Included
Your company logo & name presented in digital ad running at the event	Included	Included	Included	Included
Your company logo & name on all pre-event social media ad promotions	Included	Included	Included	
Your company logo & name in the RWN newsletter sent to 2,000 subscribers	Included	Included	Included	
Your company logo & name in all pre-& post event press releases	Included	Included		
E-Mail blasts promoting your business sent to 2,000 subscribers at the timing of your choice in 2019	Two e-mail blasts	One e-mail blast		
A one-year basic RWN membership for you or one of your associates (valued at \$150)	Included			
Tickets to the event included	4	2	2	1
Discount on additional tickets purchased	25%	15%	15%	

\* Promotional items for Gold will be on a first-come, first-serve basis.

**To reserve your sponsorship today, contact Sandy Richardson at (585) 383-3030.**

# "W" AWARD SPONSORSHIP DETAILS

## Platinum Sponsor \$2,500 (one available)

Benefits for the Spring Symposium:

- Open microphone acknowledgement at the event with 3 minutes to speak from a company representative
- Reception table to meet and greet honorees and attendees.
- Journal with your company name & logo on it along with RWN's logo to give to all attendees a \$500 value
- Full page AD in the program booklet
- Your company logo and a link to your website on the RWN event page for one full year
- Your company logo & name displayed prominently on all ads & signage
- Your company logo & name on all print material & welcome signage at event
- Your company logo & name presented in digital ad running at the event
- Your company logo & name on all pre-event social media ad promotions
- Your company logo & name in the RWN newsletter sent to 2,000 subscribers
- Your company logo & name in all pre- & post event press releases
- Two e-Mail blasts promoting your business sent to 2,000 subscribers at the timing of your choice in 2019
- A one-year basic RWN membership for you or one of your associates (valued at \$150)
- 4 tickets to the event
- 25% discount on additional tickets purchased

## Gold Sponsor \$1,000 (four available)

Benefits for the Spring Symposium:

- Full page program book AD
- Promotional item (pen, chapstick, mints, paperclips, tote or reusable straw) with your company name & logo on it along with RWN's logo at the table for all attendees, a \$200 value
- Your company logo & name displayed prominently on all ads & signage
- Your company logo & name on all print material & welcome signage at event
- Your company logo & name presented in digital ad running at the event
- Your company logo & name on all pre-event social media ad promotions
- Your company logo & name in the RWN newsletter sent to 2,000 subscribers
- Your company logo & name in all pre- & post event press releases
- One e-Mail blast promoting your business sent to 2,000 subscribers at the timing of your choice in 2019
- 2 tickets to the event
- 15% discount on additional tickets purchased

**To reserve your sponsorship today, contact Sandy Richardson at (585) 383-3030.**

# "W" AWARD SPONSORSHIP DETAILS

## Silver Sponsor \$750 (six available)

Benefits for the Spring Symposium:

- Your company logo with a link to your website on the RWN event page for three months
- Quarter page AD in the program booklet
- Your company logo & name displayed on all ads & signage
- Your company logo & name on all print material & welcome signage at event
- Your company logo & name presented in digital ad running at the event
- Your company logo & name on all pre-event social media ad promotions
- Your company logo & name in the RWN newsletter sent to 2,000 subscribers
- Opportunity to include a promotional piece in gift bag
- 2 tickets to the event
- 15% discount on additional tickets purchased

## Bronze Sponsor \$295 (ten available)

Benefits for the Spring Symposium:

- Your company logo & name displayed on signage at the event
- Your company logo & name on all print material
- Your company logo & name presented in digital ad running at the event
- 1 ticket to the event

**To reserve your sponsorship today, contact Sandy Richardson at (585) 383-3030.**