Women in Philanthropy and Leadership for Coastal Carolina University

Sponsorship Opportunities

10th Anniversary
Women's Leadership Conference and Celebration of Inspiring Women

Feb. 10-11, 2020
Sheraton Myrtle Beach Convention Center
10th Annual Women’s Leadership Conference and Celebration of Inspiring Women

Hosted by Women in Philanthropy and Leadership (WIPL) for Coastal Carolina University, the 10th Annual Women’s Leadership Conference will educate, motivate and challenge women to become change-makers in their own lives, their communities and the world. The conference is both non-partisan and nonprofit, and provides amazing keynote speakers, multiple breakout sessions, panel discussions and an exhibit area. Throughout the day, there are multiple opportunities to network and build relationships in entertaining and creative ways. The conference offers women opportunities for business networking, powerful engagement, inspiration, and personal and professional growth.

The night prior to the conference, WIPL will host its 10th Annual Celebration of Inspiring Women, which will honor individuals with a strong South Carolina connection for their outstanding contributions to our state, nation and world. The Inspiring Women awards were created as a lasting way to recognize the incredible achievements of women who have called the Palmetto State home. Recipients are current or emerging leaders, must be at least 18 years of age, and represent any field, including, but not limited to, the arts, business, education, engineering, faith-based work, journalism, law, medicine, philanthropy, science, technology, and public or community service.

Past conference speakers include:
(See back cover for complete list.)

Barbara Pierce Bush
Gloria Gaynor
Leeza Gibbons
Jenna Bush Hager
Janice Bryant Howroyd
Joe Moglia
Alyse Nelson
Wendy Nix
Jessica Posner Odede
Susan O’Malley
Joan Robinson-Berry
Enabling the next generation of women leaders to break glass ceilings. On the path toward leadership, women need the support, encouragement, mentorship, connections and inspiration that comes from learning from other women leaders. The annual Women’s Leadership Conference and Celebration of Inspiring Women provides a foundation for women to be inspired and connect to help make their impact. Help us celebrate 10 years of inspiring women at the 2020 Conference and Celebration as a sponsor.

#WIPL2020Vision

10th Annual Celebration of Inspiring Women
Feb. 10, 2020, from 6-9 p.m.
10th Annual Women’s Leadership Conference
Feb. 11, 2020, from 8 a.m. to 5 p.m.

Proposed celebration schedule
Monday, Feb. 10, 2020
• 6-6:45 p.m. Cocktail Reception
• 6:45-9 p.m. Celebration

Proposed conference schedule
Tuesday, Feb. 11, 2020
• 7:30-8:30 a.m.: Networking Breakfast in Exhibit Hall
• 8:30–10:30 a.m.: Morning Session in the Main Ballroom
• 10:30-11 a.m.: Networking Break in Exhibit Hall
• 11 a.m. to noon.: Morning Breakout sessions
• Noon to 2 p.m.: Luncheon and Afternoon Sessions
• 2–2:15 p.m.: Networking Break
• 2:15–3:15 p.m.: Afternoon Breakout Sessions
• 3:15–4 p.m.: Closing Keynote and Remarks
• 4 – 5 p.m.: #WIPLConnect: the After Party

10 YEARS BY THE NUMBERS

7,500
Conference and celebration attendees inspired

900
CCU student attendees influenced

$287,500
Scholarship funds awarded

44
Inspiring women honored

800
Conference attendees in 2019 [sold out]
## Sponsorship Overview

(Additional details within)

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<tr>
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<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Pearl</th>
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<td></td>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
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### Exclusive sponsorship recognition choice of one feature
- ★
- ★

### Conference and celebration program advertising
- ★ 2 full pages
- ★ 1 full page
- ★ 1 full page
- ★ 1 half page

### Logo included on conference welcome bags
- ★
- ★
- ★

### Company literature or gifts in conference welcome bags
- ★
- ★
- ★
- ★

### Online marketing recognition
- ★
- ★
- ★
- ★

### On-site event recognition
- ★
- ★
- ★
- ★

### Tables at the Women’s Leadership Conference
- ★★★ 2 tables + 1 student table
- ★ 1 table
- ★ 1 table
- ★ 1 table

### Tables at the Celebration of Inspiring Women
- ★★★ 2 tables
- ★ 1 table
- ★ 1 table
- ★ 1 table

### WIPL memberships
- ★★★★★ 5 members
- ★★★ 2 members
- ★★★ 2 members
- ★★ 1 member

### Exhibit booth at the Women’s Leadership Conference Expo
- ★★ 20 x 10
- ★ 10 x 10
- ★ 10 x 10
Sponsorship Benefits

Conference and Celebration Program Advertising
Our program is given to every attendee at the Women’s Leadership Conference and Celebration of Inspiring Women, and includes the schedule and speaker biographies. Annual sponsors are invited to submit an ad to reach our 800 conference attendees and 200 celebration attendees in the program.

Conference Welcome Bags
All sponsors and exhibitors are invited to distribute company literature and/or small gifts in the conference welcome bags (800).

Online Marketing Recognition
- Social media posts will feature your company name and/or image.
- Our monthly newsletter is emailed to more than 2,000 women in the community who are engaged with Women in Philanthropy and Leadership.
- Our blog, www.medium.com/WIPL, shares WIPL updates, news, speaker profiles, and other conference-related content to share on social media and in our newsletter.
- WIPL’s social media presence includes Twitter, Facebook, YouTube and Instagram with a combined following of more than 2000. Companies who choose to invest in women by sponsoring our conference will be asked to share statements about why they support Women in Philanthropy and Leadership. These statements will be shared on social media along with the company’s logo.
- Sponsors are recognized on WIPLConference.com, which includes all information related to the conference, including the schedule, speakers and event details.

Exhibit Booths
Companies are invited to set up a booth in the Exhibit Hall during the conference to connect with attendees throughout the day.

On-Site Event Recognition
Company name/logo will be placed on signage at the conference and celebration, on conference printed materials, and in the video loop played at the conference.

Tables at the Celebration of Inspiring Women
Reserved tables for 10 at the Celebration of Inspiring Women on Feb. 10, 2020, includes display of company logo on designated table.

Tables at the Women’s Leadership Conference
Reserved tables for 10 at the Women’s Leadership Conference on Feb. 11, 2020, includes display of company logo on designated tables.

WIPL Memberships
Select people from your company to be members of Women in Philanthropy and Leadership. Members receive members-only event invitations throughout the year, are able to serve on committees and are voting members of our organization.
## Platinum Sponsorship
### $25,000

**RECOGNITION CHOICES**

Your company will be recognized as the exclusive sponsor for the feature of your choice. Choose one of the following features:

- **Breakfast Sponsor**: Your company’s name will be prominently showcased as conference participants enjoy delicious treats and begin the day.
- **Connect Hour Sponsor**: Your company’s name will be prominently showcased as conference participants enjoy networking and treats at the end of the day.
- **Luncheon Sponsor**: Your company will be recognized as the sponsor of the Women’s Leadership Conference luncheon.

- Two full-page program ads
- Platinum recognition in all marketing
- Two tables at the conference
- One table for CCU students at the conference
- Two tables at the celebration
- Three WIPL memberships
- 20’ x 10’ exhibit booth space at conference
- Dedicated press release and email newsletter announcing sponsorship
- Named $1,000 annual scholarship

## Gold Sponsorship
### $15,000

**RECOGNITION CHOICES**

Your company will be recognized as the exclusive sponsor for the feature of your choice. Choose one of the following features:

- **Celebration Reception Sponsor**: Attendees will see your company name displayed during the pre-dinner reception.
- **Coffee Station Sponsor**: Conference attendees will see your company name displayed at the popular coffee and water station in the main ballroom.
- **Exhibit Hall Viewing Area Sponsor**: Attendees will see your company name displayed at the tables in front of the live viewing screen in the Exhibit Hall.

- One full-page program ad
- Gold recognition in all marketing
- One reserved table for 10 at the conference
- One reserved table for 10 at the celebration
- Two WIPL memberships
- 10’ x 10’ exhibit booth at conference
<table>
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<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Amount</th>
<th>Benefits</th>
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| **Silver Sponsorship** | **$10,000**        | One full-page program ad  
Silver recognition in all marketing  
One reserved table for 10 at the conference  
One reserved table for 10 at the celebration  
Two WIPL memberships  
10’ x 10’ exhibit booth at conference |
| **Pearl Sponsorship**  | **$5,000**         | One half-page program ad  
Pearl recognition in all marketing  
One reserved table for 10 at the conference  
One reserved table for 10 at the celebration  
One WIPL membership |
| **Conference Table**   | **$3,000**         | Conference table recognition in all marketing  
One reserved table for 10 at the conference |
| **Celebration Table**  | **$2,000**         | Celebration Table Recognition in all marketing  
One reserved table for 10 at the celebration |
| **Wi-Fi Sponsor**      | **$1,500**         | Your company’s name will be front and center for all attendees to see throughout the hallways.  
Wi-Fi sponsor recognition in all marketing  
Company logo/name on table tops with Wi-Fi password information  
Two tickets to conference |
| **Water Cooler Sponsor** | **$1,500**       | Your company’s name will be front and center for all attendees to see throughout the hallways.  
Water cooler sponsor recognition in all marketing  
Company logo on signage displayed on water coolers at conference  
Two tickets to conference |
| **Premier Parking Sponsor**  
| (one available)  
| $3,000 |
| Each participant at the evening celebration will be grateful for your company and the valet parking service you sponsor. The next day, your name and vehicles will be the first thing attendees see when they enter the convention center parking lot at the Women's Leadership Conference. |
| **Premier parking recognition in all marketing** |
| **Company logo/name at the Valet Station the night of the celebration (Feb. 10, 2020)** |
| **Company logo/name on convention center parking lot entrance signage the day of the Women's Leadership Conference (Feb. 10, 2020)** |
| **Two tickets to celebration and two tickets to conference** |
| **Ability to park cars at the convention center entrance the day of the Women's Leadership Conference (Feb. 11, 2020)** |

| **Refreshment Break Sponsor**  
| (two available)  
| $3,000 |
| Conference attendees need to refresh and energize. By sponsoring a refreshment break, your signs will be placed in the break areas, drawing attention to your business as attendees refuel. |
| **Refreshment break sponsor recognition in all marketing** |
| **Tabletop event cards displaying company logo on tables in break area** |
| **Five tickets to conference** |
Women's Leadership Conference Expo
Your conference and celebration exhibit will create a buzz in the local area and beyond. When attendees go home and talk about the conference and celebration, their friends and co-workers pay attention. Through Facebook, tweets and conversations, attendees can take your message into numerous communities throughout the state, region and nation.

10’ x 10’ Exhibit Booth
$500 for companies
$250 for nonprofit organizations

Benefits
- One 10’ x 10’ exhibit booth at conference: 10’ x 10’ exhibit booth with a skirted table and two chairs in exhibit area.
- Name listed as an exhibitor in all conference materials.
- Your representatives will have the opportunity to provide promotional giveaways from your table.
- Your business name as an Exhibitor will be noted in the conference program and website.
- You may distribute literature in the conference attendee bags.
- Two (2) exhibitor badges to conference.
Deadlines

Dec. 1
Blog post articles and social media posts.

Dec. 15
Send hi-res company logo to use in all marketing materials.

Jan. 3
Exhibit booth information due.

Jan. 6
Program ad due.

Jan. 25
Coordinate pick-up of conference welcome bag items and silent auction donation items with Hatton Gravely.

Feb. 1
Submit all attendee names and email addresses to Hatton Gravely for name badges

Feb. 7
Drop off conference welcome bag items to Coastal Carolina University.

Feb. 10
Drop off goodie bag items to the convention center by 10 a.m. on Feb. 10.

CONTACT

Hatton Gravely
Director
Women in Philanthropy and Leadership
w: 843-349-5033
c: 843-360-6730
agavely@coastal.edu
PROGRAM AD SPECIFICATIONS

We accept ad files in any of the following formats:

**PDF**
Please format with embedded high-resolution images at 300 dpi. Distill PDFs at 300 dpi with all fonts embed.

**TIFF / JPG**
TIFF or JPG formats must be at 300 dpi at full ad size. Please check quality and resolution.

**EPS**
Please make editable EPS files with all type converted to outlines.

AD SUBMISSION

**SIZE**
Program will trim 5.5” x 8.5” with quarter-inch wire-o binding.

**COLOR**
Four-color process (CMYK).

**FULL-PAGE**
4.75” x 8” [no bleed].

**HALF-PAGE**
4.75” x 3.75” [no bleed].

Deadline: Jan. 6, 2020

**EMAIL**
Hatton Gravely
agravely@coastal.edu
About Coastal Carolina University

Coastal Carolina University is a dynamic, public, comprehensive, liberal arts institution located in Conway, just minutes from the resort area of Myrtle Beach, S.C. The University offers baccalaureate degrees in 73 major fields of study. Among CCU’s graduate-level programs are 25 master’s degrees, two educational specialist degrees, and two doctoral programs. The most popular undergraduate majors are marine science, management, exercise and sport science, and communication.
The University comprises 115 main buildings on 621 acres, including the Coastal Science Center and the Burroughs & Chapin Building, located in the Atlantic Center on U.S. 501, and the General James Hackler Golf Course at Coastal Carolina University, a public 18-hole golf facility located adjacent to the campus.

The University also offers courses in Litchfield and Georgetown. A 1,105-acre tract that includes a portion of Waties Island provides a natural laboratory for extensive study in marine science and wetlands biology on an Atlantic coast barrier island.

More than 10,600 students from across the country and around the world interact with a world-class faculty, and enjoy a nationally competitive NCAA Division I athletic program, an inspiring cultural calendar, and a tradition of community interaction fueled by more than 190 student clubs and organizations.

Coastal Carolina University was founded in 1954 as Coastal Carolina Junior College and became an independent university in 1993.
Ways to support Women in Philanthropy and Leadership

1. Join Women in Philanthropy and Leadership
   WIPL members support the next generation of leaders by providing scholarships. Our members donate $250 annually. Collectively, these donations provide scholarships to CCU students and support leadership programs.

2. Support a $1000 Named Life and Legacy Annual Scholarship
   Women in Philanthropy and Leadership Annual Scholarships may be named in honor of or in memory of loved ones (Life and Legacy), or in recognition of sponsoring organizations or businesses. These $1,000 scholarships are awarded to continuing or new transfer students for one academic year, equally divided between the fall and spring semesters.

3. Attend WIPL Events
   To fulfill our mission and commitment to leadership, WIPL sponsors luncheons with inspiring speakers, provides program support for leadership opportunities both on campus and in the community, and annually presents the Women’s Leadership Conference and Celebration of Inspiring Women. These significant opportunities are made possible through the annual giving and determined vision of inspired and empowered women.

4. Sponsor the Women’s Leadership Conference and Celebration of Inspiring Women
   We are only able to host this power event for the community thanks to the generous support of our sponsors. Our attendees are your customers. Get your message into the hands of women leaders from across South Carolina and beyond. Whether you are interested in sponsorship because you support our mission or because we fit your product demographics, we’re confident you will find success at the 2020 WIPL Women’s Leadership Conference and Celebration of Inspiring Women.

5. Donate to our Silent Auction
   Donate an item to our silent auction! More than 800 attendees will have the chance to bid on our items. Every donation will make an impact! The money raised will help develop the next generation of leaders.
Women in Philanthropy and Leadership

Women in Philanthropy and Leadership for Coastal Carolina University (WIPL) was founded in 2007 under the leadership of CCU First Lady Terri DeCenzo. WIPL is committed to inspiring, connecting and empowering women to strengthen their individual and collective voices in leadership in our University, community, state, region and beyond. Members include faculty, staff and community leaders who are committed to creating and supporting opportunities for women in all areas of leadership and across all disciplines, while continuing to invest in scholarships for Coastal Carolina University students. To fulfill our mission and commitment to leadership, WIPL sponsors special events and programs both on campus and in the community to empower women with skills to lead within their organizations and in the community.

Women in Philanthropy and Leadership Annual Scholarships

WIPL members and our corporate partners make a tremendous impact by providing scholarships to deserving Coastal Carolina University students and supporting leadership programs and opportunities for women across disciplines. Since its inception, WIPL has awarded more than 250 scholarships to Coastal Carolina students, 42 of whom have received WIPL scholarships totaling $50,250 for the 2019-2020 academic year alone.

Named Annual Scholarship

$1,000

For an additional donation of $1,000, sponsors are eligible to have a scholarship named in recognition of the sponsoring company or organization according to the guidelines established in the bylaws of WIPL, and according to the policies and procedures of the Coastal Educational Foundation.

Recognition in program as a WIPL Scholarship Donor

One WIPL membership

Name a scholarship, which will be awarded for the 2020-2021 academic year

WIPL Membership

$250

WIPL members support the next generation of leaders by providing scholarships. Our members donate $250 or more annually. Collectively, these donations provide scholarships to CCU students and support leadership programs.

Recognition in program as a WIPL member

Invitations to WIPL members-only events

Voting member of the organization

Serve on WIPL committees
Women in Philanthropy and Leadership for Coastal Carolina University

Women's Leadership Conference Speakers

2019 | Ninth Annual Women's Leadership Conference
Keynote Speakers Alyse Nelson, Chanda Bell and Carol Aebersold, Eva Saha, Lori Stevic-Rust, Donna Orender, Janice Bryant Howroyd, Britnie Turner

2018 | Eighth Annual Women's Leadership Conference
Keynote Speakers Jenna Hager, Barbara Pierce Bush, Cara Brookins, Joan Robinson-Berry, Julia Landauer, Vanessa Wyche

2017 | Seventh Annual Women's Leadership Conference
Keynote Speakers Julissa Arce, Samantha Etts, Jan Fields, Vanessa Gualy, Jenna Hipp, Lynette Richmann

2016 | Sixth Annual Women's Leadership Conference
Keynote Speakers Charlotte Beers, Maggie Ellis Chotas, Alice Domar, Sandra Dubose, Alyssa Dugan, Zanellia Harris, Dawn Higgins, Polly Letofsky, Jessica Posner Odede, Susan O'Malley, Betsy Polk, Barb Royal, Justine Siegal, Sarah Thomas

2015 | Fifth Annual Women's Leadership Conference
Keynote Speakers Gloria Gaynor, Leeza Gibbons, Susan O'Malley, Laura Schroff, Lauren Leader-Chivée

2014 | Fourth Annual Women's Leadership Conference
Keynote Speakers Claire Armhein, Paula Harper Bethea, Nathalie Dupree, Sharon Epperson, Lori Free, Terry Haas, Mamie “Peanut” Johnson, Chris Linares, Joe Moglia, Wendy Nix, Reggie Sanders, Katherine Switzer, Barbara Hickman-Whye, Marguerite Willis

2013 | Third Annual Women's Leadership Conference

2012 | Second Annual Women's Leadership Conference
Keynote Speakers Vernice “FlyGirl” Armour, Jenet Robinson Alterman, Molly Barker, Kristin Bohan, Bree Boyce, Cheri Britton, Gina Trimarco, Naomi Dantzler, Dr. Mitchell L. Devlin, Anne Drozda, Theresa Earnheart, Suzanne Evans, Patricia Harris, Pal Hatler, Charlotte Lane, Dr. Lisa Maselli, Tori Murden McClure, Stella Mercado, Sharon Milligan, Kathy Murphy, Betsy Myers, Darley Newman, Roxanna Saberi, Margaret Seidler, Anita Singleton-Prather, Shari Stauch, Hollee Schwartz Temple, Lauren Templeton, Inez Moore Tenenbaum, Donna Tyson, Heidi Vukov, Susan Walvis

2011 | Inaugural Women's Leadership Conference

Celebration of Inspiring Women Honorees

2019
Carrie Brown, Suncera Johnson, Britnie Turner

2018
Amber J. Campbell, Marilyn J. Fore, Renee Hembree, Joan Robinson-Berry

2017
Kristin Bohan, Lou Kennedy, Barbara F. Livingston, Vanessa E. Wyche

2016
Jennifer Ainsworth, Delores Porcher Dacosta, Minor Mickel Shaw, Barbara Hickman Whye

2015
Gloria Gaynor, Leeza Gibbons, Mary A. Jackson, Mamie “Peanut” Johnson, Anne L. Matthews

2014
Paula Harper Bethea, Mary Ann Bishop, Nathalie Dupree

2013
Rebecca Wesson Darwin, Muriel O'Tuel, Elizabeth Johnston Patterson, Sarah Reese, Jean Hoefer Toal

2012
Sharon Clayton, Jeanne L. Fourrier, Darley Newman, Wendi Nix, Anne Worsham Richardson, Velma “Von” Richardson, Inez Moore Tenenbaum

2011
Vivian Ayers-Allen, Maria Buse, Mignon L. Clyburn, Darlene Marie Goff, former S.C. Governor Nikki Randhawa Haley, Patricia Harris, Hon. Kaye Hearn, Bonnie McElveen-Hunter, Frances Scott

For more information, visit www.coastal.edu/WIPL or contact Hatton Gravely at agravely@coastal.edu or 843.349.5033.