Women in Philanthropy and Leadership for Coastal Carolina University presents

LEAD THE CHANGE

6th Annual Women’s Leadership Conference & Celebration of Inspiring Women

February 10-11, 2016
Sheraton Myrtle Beach Convention Center Hotel
Myrtle Beach, South Carolina

Sponsorship Opportunities
6th Annual Women’s Leadership Conference & Celebration of Inspiring Women

Hosted by Women in Philanthropy and Leadership (WIPL) for Coastal Carolina University, the 6th 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 much anticipated 2016 program builds upon five highly successful events with a roster of notable speakers from the fields of entrepreneurship, business, media, politics and more. The remarkable speakers – and the shared energy of more than 900 women attendees of all ages, backgrounds, occupations and professional levels who connect at this powerful event – offer participants the inspiration to lead, to serve, to choose to make a difference.

At the conclusion of the Conference, WIPL hosts its 6th Annual Celebration of Inspiring Women which honors 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 can be current or emerging leaders, must be at least 18 years of age and can 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.

Join us for a time of learning, connecting, inspiration and fun!

About 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.
You are invited!

Women in Philanthropy and Leadership (WIPL) for Coastal Carolina University is offering your business the opportunity to reach a critical demographic – women leaders – by sponsoring our 2016 Women’s Leadership Conference & Celebration of Inspiring Women.

You are invited to participate as a sponsor for the Conference & Celebration to be held Feb. 10 and 11, 2016, in Myrtle Beach, South Carolina. Join hundreds of women leaders for a time of education, networking and empowerment.

Featured at the Conference & Celebration:
- Nationally Known Speakers, Workshops, Panel Discussions, Book Signings, Exhibit Hall and More
- Networking Opportunities
- Gala Celebration Honoring Incredible South Carolina Women

Our attendees are your customers! Get your message into the hands of women leaders from across South Carolina and beyond. Join us and achieve your marketing goals at this exciting event!

Maximum Exposure
Recognition of your sponsorship begins months before the Conference and extends through 2016 in Conference & Celebration publications and with hyperlinked logos on the Conference web pages. The sooner you make your sponsorship commitment, the sooner recognition begins!

Your Conference & Celebration sponsorship can create buzz that reaches beyond the local area. When attendees go home and talk about the Conference & 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 beyond.

An Optimal Audience
The Conference & Celebration are ideal for sponsorship. Your targeted message will directly reach more than 900 women – entrepreneurs and small business owners, executives, volunteers and leaders involved in all aspects of their communities. Our Conference & Celebration attendees represent the empowered consumer.

Make your Move
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 2016 WIPL Women’s Leadership Conference & Celebration of Inspiring Women. Sponsorships are available on a number of levels. We will also work with your business to create a custom package to showcase your company to our members and attendees.

Please contact Terri DeCenzo at 843-251-7683, tdecenzo@coastal.edu or Marjorie Thompson at 843-349-5037, mthompson@coastal.edu. We look forward to putting a package together that meets your needs and the needs of your customers.

Interesting Facts
- The number of wealthy women investors in the U.S. is growing at a faster rate than that of men. In a two-year period, the number of wealthy women in the U.S. grew 68 percent, while the number of men grew only 36 percent.
  ~ The Spectrem Group

- Fifty-plus American women are the healthiest, wealthiest and most active generation of women in history.
  ~ Demographics by Mark Miller

- Affluent women juggle demands of career and family, are concerned about the environment and are discriminating shoppers.
  ~ Robert Brown and Ruth Washton
  The Affluent Market in the U.S.

- Women now own 40 percent of America’s privately-owned businesses and hold half its wealth - estimated to be $11 trillion of a total $22 trillion by 2020.
  ~ David Tyrie
  “What Women Can Teach Us About Money”
  The Spectrem Group (2011)
MARKETING AND PROMOTION

• Logo and/or business name linked to company website on conference email blasts promoting the event
• Logo placement and link on WIPL Women’s Leadership Conference website
• Logo on marketing materials*
• Logo on public service announcements

BRAND AWARENESS DURING CONFERENCE

• Logo placement on Conference printed materials commensurate with PLATINUM Level
• One (1) full-page color advertisement in Conference & Celebration program; premium placement**
• Two (2) 6-foot skirted tables and two chairs in exhibit area
• Logo/name included in general session sponsor video loop
• Signage at Conference & Celebration
• Distribution of company literature and/or small gifts in the Conference bags

CONFERENCE & CELEBRATION REGISTRATION / RESOURCES

• Twenty (20) Conference registrations (two tables), priority seating commensurate with PLATINUM Level; includes display of company logo on designated tables
• Twenty (20) Celebration registrations (two tables), priority seating commensurate with PLATINUM Level; includes display of company logo on designated tables
• One additional table for 10 students to attend the Conference, includes display of company logo on designated table
• Ten (10) pre-conference registrations including Wednesday evening’s networking reception

* Sponsorship must be confirmed and all materials received by Oct. 15, 2015, to guarantee inclusion on all marketing materials.
** Sponsorship must be confirmed and all materials received by Jan. 15, 2016, to be included in the program book.
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GOLD SPONSOR

$15,000 for one year or $36,000 for three-year commitment

MARKETING AND PROMOTION

• Logo and/or business name on conference emails before the event
• Logo placement and link on WIPL Women’s Leadership Conference website
• Logo on marketing materials*
• Logo on public service announcements

BRAND AWARENESS DURING CONFERENCE

• Logo placement on Conference printed materials commensurate with GOLD Level
• One (1) full-page color advertisement in Conference & Celebration program**
• One (1) 6-foot skirted table and two chairs in exhibit area
• Logo/name included in general session sponsor video loop
• Signage at Conference & Celebration
• Distribution of company literature and/or small gifts in the Conference bags

CONFERENCE & CELEBRATION REGISTRATION / RESOURCES

• Ten (10) Conference registrations (one table), priority seating commensurate with GOLD Level;
  includes display of company logo on designated tables
• Ten (10) Celebration registrations (one table), priority seating commensurate with GOLD Level;
  includes display of company logo on designated tables
• Ten (10) pre-conference workshop registrations including Wednesday evening’s networking reception

* Sponsorship must be confirmed and all materials received by Oct. 15, 2015, to guarantee inclusion on all marketing materials.
** Sponsorship must be confirmed and all materials received by Jan. 15, 2016, to be included in the program book.
SILVER SPONSOR
$10,000 for one year or $24,000 for three year commitment

MARKETING AND PROMOTION

• Name and logo placement on WIPL Women’s Leadership Conference website
• Logo on marketing materials*

BRAND AWARENESS DURING CONFERENCE

• Logo placement on Conference printed materials commensurate with SILVER Level
• One (1) full-page black and white advertisement in Conference & Celebration program**
• One (1) 6-foot skirted table and two chairs in exhibit area
• Logo/name included in general session sponsor video loop
• Signage at Conference & Celebration
• Distribution of company literature and/or small gifts in the Conference bags

CONFERENCE & CELEBRATION REGISTRATION / RESOURCES

• Ten (10) Conference registrations (one table), priority seating commensurate with SILVER Level; includes display of company logo on designated tables
• Ten (10) Celebration registrations (one table), priority seating commensurate with SILVER Level; includes display of company logo on designated tables
• Five (5) pre-conference workshop registrations including Wednesday evening’s networking reception

* Sponsorship must be confirmed and all materials received by Oct. 15, 2015, to guarantee inclusion on all marketing materials.
** Sponsorship must be confirmed and all materials received by Jan. 15, 2016, to be included in the program book.
Sponsorship Opportunities

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PEARL SPONSOR $5,000

MARKETING AND PROMOTION
• Name and logo placement on WIPL Women’s Leadership Conference website

BRAND AWARENESS DURING CONFERENCE
• One (1) half-page black and white advertisement in Conference & Celebration program*
• Distribution of company literature and/or small gifts in the Conference bags
• Logo/name included in general session sponsor video loop
• Signage at Conference & Celebration

CONFERENCE & CELEBRATION REGISTRATION / RESOURCES
• Ten (10) Conference registrations (one table); includes display of company logo on designated tables
• Ten (10) Celebration registrations (one table); includes display of company logo on designated tables
• Five (5) pre-conference workshop registrations including Wednesday evening’s networking reception

TABLE SPONSOR – CONFERENCE ONLY $3,000
• Name on Conference website
• Name listed in the Conference program*
• Logo/name included in general session sponsor video loop
• Signage at Conference
• Ten (10) Conference-only registrations (one table); includes display of company logo on designated table

TABLE SPONSOR – CELEBRATION ONLY $2,000
• Name on Conference website
• Name listed in the Celebration program*
• Logo/name included in general session sponsor video loop
• Signage at Celebration
• Ten (10) Celebration only registrations (one table); includes display of company logo on designated table

* Sponsorship must be confirmed and all materials received by Jan. 15, 2016, to be included in the program book.
# Sponsorship Opportunities

## Pre-Conference Networking Reception Sponsor $5,000 (one available)
Be one of the first business names the pre-conference attendees see.

**BENEFITS**
- Name on Conference website
- Tabletop event cards displaying company logo on tables in break area
- Company logo on signage displayed at Reception
- Ten (10) tickets to pre-conference workshops and networking reception

## Conference Breakfast Sponsor $5,000 (one available)
Your company’s name will be prominently showcased as conference participants enjoy delicious treats and begin the day.

**BENEFITS**
- Name on Conference website
- Tabletop event cards displaying company logo on tables during breakfast
- Company logo on signage displayed at Conference
- Ten (10) tickets to Conference

## Conference Refreshment Break Sponsor $3,000 (two available)
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.

**BENEFITS**
- Name on Conference website
- Tabletop event cards displaying company logo on tables in break area
- Company logo on signage displayed at Conference
- Five (5) tickets to Conference

## Celebration Reception Sponsor $2,500 (one available)
Celebration of Inspiring Women attendees will see your company name displayed during the pre-dinner reception.

**BENEFITS**
- Name on Conference website
- Company logo/name displayed throughout the reception hall the night of the Celebration.
- Five (5) tickets to Celebration
EXCLUSIVE UNDERWRITING OPPORTUNITIES

Conference Water Cooler Sponsor $1,500 (one available)
Your company’s name will be front and center for all attendees to see throughout the hallways.

BENEFITS
• Name on Conference website
• Company logo on signage displayed on water coolers at Conference
• Two (2) tickets to Pre-Conference and two (2) tickets to Conference

Conference Parking Sponsor $1,500 (one available)
Your company’s name will be the first thing attendees see when they enter the Convention Center parking lot.

BENEFITS
• Name on Conference website
• Company logo/name on signage displayed at the entrances to the Convention Center parking lot.
• Two (2) tickets to Pre-Conference and two (2) tickets to Conference

Wi-Fi Sponsor $1,500 (one available)
With every tweet, post and email sent and received during the Pre-Conference, Conference and Celebration, the attendees will be appreciative of your company sponsorship of Wi-Fi services.

BENEFITS
• Name on Conference website
• Company logo/name on table tops with Wi-Fi password information
• Two (2) tickets to Pre-Conference and two (2) tickets to Conference

Celebration Valet Sponsor $1,000 (one available)
Each participant at the evening Celebration will be grateful for your company and the Valet Parking service you sponsor.

BENEFITS
• Name on Conference website
• Company logo/name at the Valet Station the night of the Celebration
• Two (2) tickets to the evening Celebration

ADDITIONAL OPPORTUNITIES

For an additional donation of $1,000, sponsors are eligible to have scholarships 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.
INVESTMENT LEVEL
- Platinum: $25,000 for 2016 OR $60,000 for a three-year commitment (2016-2018)
- Gold: $15,000 for 2016 OR $36,000 for a three-year commitment (2016-2018)
- Silver: $10,000 for 2016 OR $24,000 for a three-year commitment (2016-2018)
- Pearl: $5,000
- Conference Table Sponsor (Conference ONLY, Feb.11): $3,000
- Celebration of Inspiring Women Table Sponsor (Celebration ONLY, evening of Feb.11): $2,000
- Exclusive Underwriting Opportunities (please indicate):
  - Networking Reception ($5,000)
  - Breakfast ($5,000)
  - Refreshment Break ($3,000)
  - Celebration Reception ($2,500)
- I am also interested in contributing an additional $1,000 to the student scholarship fund.

INFORMATION
Company name (as it should appear in materials) ____________________________________________________________
Contact name  _________________________________________________________________________________________
Mailing address _________________________________________________________________________________________
City ____________________________________________ State ____________ Zip code __________________
Telephone ( ____________ ) ______________________________ Fax ( ____________ ) _______________________________
Email ________________________________________________________________________________________________

METHOD OF PAYMENT
- Please invoice me
- Check enclosed (made payable to Coastal Educational Foundation - WIPL)
- Charge my (select one):  ○ Visa   ○ MasterCard   ○ American Express   ○ Discover
- Card number _______________________________________________________________________________________
- Expiration date _________________________________ Verification Code (3 digits on signature bar on back of card) __________________
- Cardholder’s name __________________________________________________________________________________
- Signature __________________________________________________________________________________________

PLEASE RETURN THIS FORM WITH YOUR PAYMENT TO:
Coastal Carolina University
Attn: Marjorie Thompson
P.O. Box 261954
Conway, SC  29528-6054

For more information, contact Marjorie Thompson, 843-349-5037.
Contact Us

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facebook.com/WIPLCCU