

BRAVE WOMEN SHARING VULNERABLE STORIES

THE ROADMAP TO YOUR SECOND ACT



WOMEN'S EMPOWERMENT CONFERENCE
February 22, 2020 – Los Angeles, CA

Sponsor and Partner Guide



**ENGAGE.
EDUCATE.
EQUIP.
EMPOWER.**

Arras Sisters will bring together more than 500 women to convene for a one day event that seeks to empower women through stories of inspiration, motivation, and creativity.

Every step of the way, these thought-leaders, change-makers, and influencers will engage with companies and brands that support the Arras Sister's mission of creating change for women.



WHO ATTENDS WMC?

There will be 500 women in attendance ages 30-55 that are typically decision makers, head of household, driven and looking to find “what’s the next step, what’s missing and who is missing.”

- Women, Ages 35-55
- White, Asian, Black, Hispanic
- College Degree
- Income \$72,000-\$180,000
- Decision-Makers
- Entrepreneurial
- Management or Management-Track
- Single and Married
- 67% are Mothers

WHY SUPPORT WMC?

Sponsoring Arras Sisters is an affordable way to get your brand in front of the super engaged, innovative, and entrepreneurial class of women looking to learn more about empowerment, education, and innovative techniques, products, and services.

In addition to helping offset overhead, sponsorship dollars are used towards travel stipends for speakers and presenters who come from out of state.

There are numerous ways to get involved to accommodate marketing budgets of all sizes! Our attendees are extremely loyal to the companies and products that support the empowerment of women.

QUICK STATS

49k+ LinkedIn Followers

78k+ Instagram Followers

10,000+ Web visitors per day

Speakers, Workshops, Vendors

1 Main Stage w/ 4 Breakout Rooms

500+ Expected 2020 Attendance



WHAT HAPPENS AT AN ARRAS SISTER CONFERENCE?



LIVE TALKS

TED-X style talks amazing women who share their stories, lessons learned & wisdom to help on your journey.



BREAKOUTS

Invaluable time spent with the best in the field learning in areas such as leadership development, education, empowerment, and creativity.



SPEAKER MEETUPS

Attendees have time to meet with speakers and panelists in an intimate one-on-one setting to further their development and engagement.



SPONSOR VILLAGE

Our attendees will have the opportunity to engage with each sponsor that helped this event come to life.



DISCUSSION PANELS

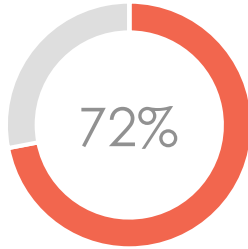
We value the opportunity to engage in the moment. Our panels bring our attendees into the discussion in the moment.



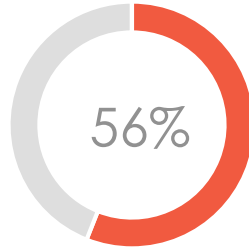
NETWORKING

Women engaging through personal connection. Our networking sessions bring together attendees, speakers, panelists, and sponsors.

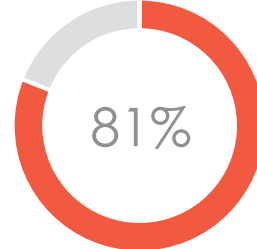
THE CASE



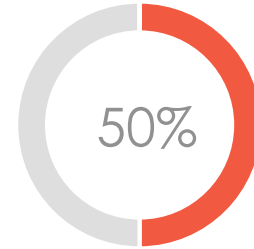
Women who say spending money on experiences makes them the happiest



Women who don't feel comfortable negotiating



Women who agree diversity in brands influences purchasing decisions



Women in the workforce who believe that men have better career growth opportunities

PRESENTING SPONSORSHIP \$50,000

Secure the premier level of exposure for your brand and company. There is only one sponsorship package available at this level. Our premium sponsorship package ensures your company and logo are featured in prime locations with a premier audience. Exposure and promotion of your brand in all pre-conference marketing, prime marketing during the conference, and lasting impacts via placement on post-conference websites and social media.

YOUR BRAND WILL BE FEATURED ON:

Main Stage Opening Speech | CEO/Executive 5 minutes speech during the opening session of the conference

Logo on Conference Landing Page

Logo on ArrasSitters.com website

250,000+ Unique Exposures on Social Media

Exclusivity in Sponsorship Recognition

Product Placement in all Conference Video Footage

Logo on all On Site Conference Signage

Premium Placement for Connectivity Tables

Premium Company Table Tents

Premium logo on placement fliers and posters

CEO Video Message on Conference Landing Page

1 Minute Story Feature on Social Media Platforms – 70,000 Exposure

50 Complimentary Conference Tickets

Invitation to Social Networking Reception

Promotional Material Included in Participant Bags

Full Page Ad in Printed Agenda & Directory

Inclusion on Speaker's Personal Social Media (when appropriate)

DIAMOND SPONSORSHIP \$25,000

Bolster your Diversity & Inclusion initiatives while simultaneously generating impactful brand exposure. Our premium sponsorship package ensures your company and logo are featured in prime locations with a premier audience. Exposure and promotion of your brand in all pre-conference marketing, prime marketing during the conference, and lasting impacts via placement on post-conference websites and social media.

YOUR BRAND WILL BE FEATURED ON:

- | | |
|---|--|
| Logo on Conference Landing Page | Premium logo on placement fliers and posters |
| Logo on ArrasSitters.com website | CEO Video Message on Conference Landing Page |
| 250,000+ Unique Exposures on Social Media | 1 Minute Story Feature on Social Media Platforms – 70,000 Exposure |
| Exclusivity in Sponsorship Recognition | 50 Complimentary Conference Tickets |
| Product Placement in all Conference Video Footage | Invitation to Social Networking Reception |
| Logo on all On Site Conference Signage | Promotional Material Included in Participant Bags |
| Premium Placement for Connectivity Tables | Full Page Ad in Printed Agenda & Directory |
| Premium Company Table Tents | Inclusion on Speaker's Personal Social Media (when appropriate) |

PLATINUM SPONSORSHIP \$20,000

Get a ton of brand exposure and a priceless VIP experience while showing off your strong support of empowering women. This is one of the best ways to get recognized for your support of women. Exposure and promotion of your brand in all pre-conference marketing, prime marketing during the conference, and lasting impacts via placement on post-conference websites and social media.

YOUR BRAND WILL BE FEATURED ON:

Logo on Conference Landing Page

Logo on ArrasSitters.com website

250,000+ Unique Exposures on Social Media

Logo on all On Site Conference Signage

Logo Placement for Connectivity Tables

Premium Company Table Tents

Logo on placement fliers and posters

1 Minute Story Feature on Social Media Platforms – 70,000 Exposure

50 Complimentary Conference Tickets

Invitation to Social Networking Reception

Promotional Material Included in Participant Bags

Full Page Ad in Printed Agenda & Directory

GOLD SPONSORSHIP \$15,000

Reach new and engaged audiences while showing off your strong support of empowering women. This is one of the best ways to get recognized for your support of women. Exposure and promotion of your brand on all marketing during the conference and lasting impacts via onsite networking.

YOUR BRAND WILL BE FEATURED ON:

250,000+ Unique Exposures on Social Media
Logo on all On Site Conference Signage
Logo Placement for Connectivity Tables
Company Table Tents

Logo on placement fliers and posters
25 Complimentary Conference Tickets
Invitation to Social Networking Reception
Promotional Material Included in Participant Bags
Half Page Ad in Printed Agenda & Directory

SILVER SPONSORSHIP \$10,000

Reach new and engaged audiences while showing off your strong support of empowering women.

This is one of the best ways to get recognized for your support of women. Exposure and promotion of your brand on all marketing during the conference and lasting impacts via onsite networking.

YOUR BRAND WILL BE FEATURED ON:

250,000+ Unique Exposures on Social Media

Logo on all On Site Conference Signage

Logo Placement for Connectivity Tables

Company Table Tents

Logo on placement fliers and posters

15 Complimentary Conference Tickets

Invitation to Social Networking Reception

Promotional Material Included in Participant Bags

Half Page Ad in Printed Agenda & Directory

BRONZE SPONSORSHIP \$5,000

Reach new and engaged audiences while showing off your strong support of empowering women. This is one of the best ways to get recognized for your support of women. Exposure and promotion of your brand on all marketing during the conference and lasting impacts via onsite networking.

YOUR BRAND WILL BE FEATURED ON:

250,000+ Unique Exposures on Social Media

Logo on all On Site Conference Signage

Logo Placement for Connectivity Tables

Company Table Tents

Logo on placement fliers and posters

10 Complimentary Conference Tickets

Invitation to Social Networking Reception

Promotional Material Included in Participant Bags

Quarter Page Ad in Printed Agenda & Directory

INDIVIDUAL SPONSORSHIP **\$1,000**

Reach new and engaged audiences while showing off your strong support of empowering women.
Exposure and promotion of your brand on marketing during the conference and lasting impacts via onsite networking.

YOUR BRAND WILL BE FEATURED ON:

250,000+ Unique Exposures on Social Media

Logo Placement for Connectivity Tables

Inclusion in Online Sponsorship Directory

2 Complimentary Conference Tickets

Invitation to Social Networking Reception

MEMORIAL SPONSORSHIP \$500

Sponsor tickets in memory of a special woman that made a difference in your life.

YOUR BRAND WILL BE FEATURED ON:

5 Complimentary Conference Tickets

Invitation to Social Networking Reception

Inclusion in Online Sponsorship Directory

A LA CART SPONSORSHIP

Sponsor tickets in memory of a special woman that made a difference in your life.

Item	Price	Description
Attendee Goodie Bag Exclusive Sponsorship	\$3,000 (1 Available)	All attendees will receive a bag filled with swag and promotional items from sponsors. Sponsorship includes your logo on the front of the bag and 1 item inside.
Attendee Goodie Bag Promotional Item Inclusion	\$250 (15 Available)	All attendees will receive bag filled with swag and promotional items from sponsors. Sponsorship includes 1 promotional item within the bag.
Solo Sponsorship	\$250 (unlimited)	Get your name or logo up on the website and 1 ticket to the event. Perfect for the individual supporter who wants everyone on the website to know they support empowering women.

A LA CART SPONSORSHIP

Sponsor tickets in memory of a special woman that made a difference in your life.

Item	Price	Description
Vendor and Table Space	More info coming soon	Please email khager@arrassistes.com if you are interested in holding a space.
Hospitality Sponsorship	\$500 (2 Available)	We have an entire cast and crew to feed and care for during this amazing event. Help us, help them, as well as give some goodies to our speakers and other special guests.
In-Kind Sponsorship		We have t-shirts, stickers, posters, banners and buttons to print, mouths to feed, photos to take, supplies to purchase. In-kind donations are as helpful as sponsorships in our book. Please let us know how you can help!

BECOME A SPONSOR

We accept sponsorship payments via check and credit card. As soon as our venue is secured, we'll add your logo to the conference website and you can start enjoying your sponsorship benefits.

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ARRAS

Creating Opportunities for Women