

2017  
BWLC  
SUMMIT

# Sponsorship and Partnership Package

Intercontinental  
Hotels & Resort  
New Orleans

July 21 – July 23

Black Women's Leadership Council

Leading Figures Rise Up!





2017 BWLC SUMMIT

Leading Figures Rise Up!



Summit  
Proposal:  
Sponsorship  
or  
Partnership

Executive Sessions | Speakers | Workshops | Networking | Mentoring | Scholarship | Gala

# 2017 BWLC SUMMIT

## Who We Are

## Leading Figures Rise Up!

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The Black Women’s Leadership Council (BWLC) is a non profit organization whose mission is to advance the personal and professional development of African-American (AA) women in Corporate America as well as different facets of the business community. Since 1986, BWLC has helped black women at Xerox Corporation to achieve their professional and personal goals through many internal avenues including forging partnerships with senior management that facilitate the hiring, retention, and development of AA women, and satisfy business needs. We offer “Friends of BWLC” as an associate membership level that was established to afford professional women of color who are not Xerox employees the opportunity to receive the professional and personal development benefits. Also, we focus on community outreach programs and initiatives that strive to address the needs of women and provide educational support and opportunities for young AA women. Annually, we provide scholarships to graduating AA Female high schools seniors and undergraduate students.

The theme for the 2017 Destination Summit is, “*Leading Figures Rise Up!*”. This year’s summit will be held at the Intercontinental Hotel & Resorts, New Orleans, Louisiana , July 21st – 23<sup>rd</sup> ( more conference logistics to follow). It is hosted by BWLC and is open to all women in Corporate America, professional services organizations as well as entrepreneurs and students.

The purpose of the BWLC Summit is to provide all attendees with opportunities to enhance their skills, strengthen networks, celebrate successes and continue to grow as a leader. This event helps to nurture the vision and mission of the BWLC and assist each attendee with methods to achieve their goals for both personal and professional development. It also affords our participants access to corporate executives and senior leaders, phenomenal speakers, and engaging leadership forums supported by our sponsors and community business partners.

Your sponsorship will enable the BWLC to make our flagship event, the annual summit, affordable to all income levels as well as provide scholarships to students attending college who are in need of financial support, many of which are first generation college attendees. It will also support the various events, scholarships and community involvement activities that the BWLC enables throughout the year.

You have an opportunity to join us by becoming a sponsor or community business partner. Select your participation level today.



# 2017 BWLC SUMMIT

Leading Figures Rise Up!

## Diamond Summit Sponsor

Intercontinental  
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New Orleans

July 21 – July 23

### Diamond Sponsor - \$15,000\* (Only 1 Sponsorship Available)

#### Unique Benefits:

- **Title sponsorship recognition for the 2017 BWLC Destination Summit and the 2018 Virtual Summit\* (2-Year Summit Sponsorship)**
- Prominent recognition on all 2017 and 2018 summit events related marketing, collaterals and event signage
- Full Page Ad in the Summit Program Book (Value: \$300.00 , Ad Size 7.5" w X 10" h)
- Two BWLC Foundation scholarships valued at \$2,000 total awarded in your company's name (\$1,500 at the 2017 Destination Summit and \$500 at the 2018 Virtual Summit)
- Speaking Opportunity during Opening Ceremony and/or Closing Gala
- Opportunity to host a workshop during the Saturday (Prime time Session)
- 5 conference registrations

#### Additional Benefits:

- 5 tickets to VIP Reception with Xerox Executives, BWLC Executive Board members, Senior Advisory Council and special guests
- Inclusion of collateral in Summit registration packet and program
- Address Summit attendees during a General Session at the Destination Summit
- A reserved table at General Sessions
- Keynote Speaker opportunities at quarterly virtual meeting with BWLC constituencies
- Premium banner space on BWLC Website ([www.bwlc.com](http://www.bwlc.com))
- Company website linked to BWLC Website for two years.
- First priority to renew sponsorship with hosted workshop for the subsequent year



Leading Figures Rise Up!

Summit  
Sponsor  
Levels: Platinum  
and Gold

### **Platinum Sponsor - \$10,000**

#### **Benefits:**

- Prominent visibility for your company at the Summit Location – branding opportunities
- Half Page Ad in the Summit Program Book (Value: \$150.00)
- Two Workshops during the Saturday (Prime time Session)
- 15 Minute Speaking Opportunity during the General Session (Saturday morning)\*
- 3 conference registrations

#### **Unique Benefits**

- Inclusion of collateral in Summit registration packet and program
- One scholarship valued at \$1,000 awarded in your company's name
- 3 tickets to VIP Reception with Xerox Executives, BWLC Executive Board members, Senior Advisory Council and special guests
- Reserved seating at General Sessions
- Premium banner space on BWLC Website ([www.bwlc.com](http://www.bwlc.com))
- Company website linked to BWLC Website for one year

### **Gold Sponsor - \$5,000**

#### **Benefits:**

- Inclusion of collateral in Summit registration packet and program
- Opportunity to host a workshop at a local BWLC chapter activity
- One scholarship valued at \$500 awarded in your company's name
- Company website linked to BWLC website for one year
- 2 conference registrations

Leading Figures Rise Up!

Summit  
Sponsor  
Levels: Silver  
and Bronze

### **Silver Sponsor - \$2,500**

#### **Benefits:**

- Inclusion of collateral in Summit program
- One scholarship valued at \$500 awarded in your company's name
- Company website linked to BWLC website for one year
- 1 conference registration

### **Bronze Sponsor - \$1,000**

#### **Benefits:**

- Inclusion of collateral in Summit program
- Company website linked to BWLC website for one year
- 1 conference registration

*\*Please note that the aforementioned sponsorship levels are for guideline purposes. We are able to customize a sponsorship package to fit your business needs.*

# 17 1 20 2 BWLC SUMMIT

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## Summit Community Partnership Packages

### **Summit Partnership Opportunities for external Xerox Organizations/ Groups:**

#### **Gold Level Summit Partner - \$2400**

- Includes up to 10 registrants at a discounted registration fee, workshop host or presenter, 2 tickets to the VIP Reception with Xerox Executives, BWLC Executive Board Members, Premier Event Sponsors and Event Keynote Speakers, a reserved table at all of the general session including the closing gala, and a featured half page ad (\$150.00 value) with company logo in conference program and on the BWLC Website ([www.bwlc.com](http://www.bwlc.com)) for one year.

#### **Silver Level Summit Partner - \$1570**

- Includes up to 5 registrants at a discounted registration fee, reserved seating at the closing gala and a featured half page ad (\$150.00 value) with company logo in conference program and on the BWLC Website ([www.bwlc.com](http://www.bwlc.com)) for one year.

#### **Bronze Level Summit Partner - \$880**

- Includes up to 2 registrants at a discounted registration fee and a featured quarter page ad (\$75.00 value) with company logo in conference program.

*We thank you for your consideration and hope that you will support the BWLC!*

Leading Figures Rise Up!

## Summit Program Book Ad Pricing

### **Official Summit Program Book Ad Sizes/ Pricing**

Back Cover (Full Page) \$500.00 (Ad Size 7.5" w X 10" h)

Full Page \$300.00 (Ad Size 7.5" w X 10" h)

Half Page \$150.00 (Ad Size 7.5" w X 4.75" h)

Quarter Page \$75.00 (Ad Size 4.75" w X 3.5" h)

Patron Sponsor (Name/Business listed in official Summit program book): \$25

### **Additional Information Regarding Ads:**

All ads may be B/W or Color format, Tiff, JPEG or Press-ready PDF files and should follow these additional guidelines:

- Hi-resolution PDF, TIF, or JPG (min. 300 dpi, CMYK)
- Save any compression on images (such as JPG) as highest quality
- No RGB or Pantone colors

*We thank you for your consideration and hope that you will support the BWLC!*



**Next step: Complete the attached agreement form and submit your payment**

**For questions about sponsorship or partnership commitments, please contact:**

Guyla Wrens-Armstead

Sponsorship Director

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**PAST SPONSORS**

*Xceed Financial*

*Xerox Corporation*

*Francis Clement, Northwestern Mutual*

*Ariel Mutual Funds*

*CME*

*Deliver the Package – Professional Coach & Genius*

*JP Morgan*

*Hedonist Artisan Chocolates*

*IBM*

*Moonlight Creamery*

*Perfect Output, L.L.C.*

*Simon Graduate School of Business  
at University of Rochester*

*Sparks*

*Superior*

*The Hollins Group*

*Wegmans*