

**BLACK WOMEN'S LEADERSHIP COUNCIL**  
Driven by Purpose, Principles, Power, and Passion



March 1, 2021

**Executive Sponsor**

**Louie Pastor**

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Chief Corporate  
Development Officer &  
Chief Legal Officer

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**Guyla Wrens-Armstead**  
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**Jacqueline Tyson**  
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of Sponsorship

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Director of  
Community Involvement

**Kimberly Sealy**  
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Marketing

The Black Women's Leadership Council (BWLC) is a 501 (c) (3) organization whose mission is to advance the personal and professional development of black women. BWLC was started in 1986 by thirteen trailblazing black women in Xerox with the purpose of addressing the unique challenges that black women faced in the workplace while attempting to promote leadership and development opportunities at all ranks in the company.

Our objectives include:

- **CULTIVATING** and supporting business efforts to develop, attract and retain the best talent to meet the current and future needs of organization
- **CREATING** leadership development and career opportunities for all black women
- **CONTRIBUTING** to the achievement of business objectives
- **COLLABORATING** with Xerox Employee Resource Groups (ERGs) on targeted; programming

We also work to develop productive and successful community outreach partnerships that facilitate the achievement of business goals and social justice initiatives in the communities where we live and do business.

Under our community outreach umbrella, we formed the BWLC Foundation which provides undergraduate scholarships to young black women as they strive to contribute and thrive in a global community.

We look forward to your support as we continue to help our constituents Own their Own Destiny and Chart their Own Course.

Our flagship event is an annual conference/summit that provides participants with opportunities to enhance their skills, strengthen their networks, celebrate successes and continue to grow as leaders. This is facilitated through dynamic workshops, networking opportunities, executive engagement, a gala, and other activities. This event helps to nurture the vision and mission of BWLC and assist each attendee with methods to achieve their goals for both personal and professional development.

Included with this letter are detailed sponsorship opportunities. If you have questions, please contact Jacqueline Tyson or Guyla Wrens-Armstead at [jacqueline.tyson@xerox.com](mailto:jacqueline.tyson@xerox.com) or [guyla.wrens-armstead@xerox.com](mailto:guyla.wrens-armstead@xerox.com). Thank you for your consideration of our sponsorship request.

Sincerely,

*Guyla Wrens-Armstead*

*Jacqueline Tyson*

**Guyla Wrens-Armstead**

**Jacqueline Tyson**

President  
Black Women's Leadership Council

Sponsorship Director  
Black Women's Leadership Council

## Sponsor Package Benefits

<b>Benefit</b>	<b>Diamond Sponsor \$15K</b>	<b>Platinum Sponsor \$10K</b>	<b>Gold Sponsor \$5K</b>
Title sponsorship recognition	√		
Prominent recognition		√	
BWLC Foundation Scholarship	√	√	√
Ad in Summit Program	√ (Full page 8.5x11)	√ (Half page 8.5x5.5)	
Host Workshop	√	√	√ (Regional Activity)
Conference Registrations	√	√	√
VIP Reception Tickets	√	√	
Reserved Table at General Sessions	√	√	
Keynote Speaker Opportunities	√ (Quarterly)	√ (Annually)	
Company website linked to BWLC Website	√	√	√
Inclusion of Collateral in Summit program	√	√	√

**Process for Sponsorship Selection Onboarding:**

- Select your Sponsorship Level (Diamond, Platinum or Gold)
  - Based on your preference, you will either receive and invoice for the contribution level or ....
  - The BWLC Sponsorship Director will schedule a Welcome/Onboarding meeting with you to discuss the logistics of receiving your sponsorship level benefits, etc.
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