



Major Event Sponsorship Packages

Rochester Women's Network
2509 Browncroft Blvd.
Suite 211
Rochester, NY 14625
www.rwn.org



Who We Are

Rochester Women's Network (RWN), a volunteer driven non-partisan not-for-profit association, is the premier networking group for professional women and entrepreneurs in all stages of their careers in the Greater Rochester area. Since its founding in 1978, RWN has been committed to the professional and personal growth of its members while fostering advancement of all women in the workplace.

Membership offers access to stimulating programs, a wealth of valuable benefits, and ongoing support. RWN's networking events, educational forums, and special programs all serve to nurture skills in leadership, business, and life management, while cultivating relationships and business connections. The community-at-large, including men, is also welcome to attend RWN programming.

The strength of RWN lies in its active and dedicated members who represent over 200 local employers in business, professional, and service sectors, including more than 100 women-owned businesses. Member support for one another creates opportunities for career advancement, business growth, education, and friendship.

Your sponsorship strengthens our mission to continue support for our members and to offer programs on a wide variety of relevant topics designed to meet the needs of businesswomen and women entrepreneurs.

Rochester Women's Network is governed by a member-elected board of directors.

Major Events for 2018

Rochester Women's Network Major Events provide members with unique opportunities to create a sense of community and make connections with other members and nonmembers.

Our two annual events are significant factors in raising the profile of the organization, while also supporting 25% of our operating budget each year, enabling us to provide a growing list of benefits to our members.

Women Inspiring Women, our Annual "W" Award Celebration

Women Inspiring Women, our annual "W" Award event, celebrates the success of local women and inspires both members and non-members to connect with and support each other.

Rochester Women's Network presents the 32nd Annual "W" Award, Women Inspiring Women on May 15, 2018 at the Woodcliff.

Established in 1986, the annual "W" Award recognizes a local woman who:

- Works on behalf of women, going above and beyond the day-to-day expectations of her position to support the personal and professional growth of women
- Empowers and influences other women to learn, grow, advance and succeed through her example
- Inspires others through her courage, initiative and creative energy
- Exemplifies a high standard of integrity and respect for others

Be a part of the 32nd Annual "W" Award celebration by becoming a sponsor or supporter of the event. Community members and local media are also invited to attend.

RWN "W" Award Highlights

Honoring Women

Five local women are selected from the nominees to be finalists for the annual "W" Award. RWN will honor all five women at the event.

Guests hear from all the honorees, who are encouraged to share their inspiring stories. One woman will be named the "W" Award recipient for 2018.

Mixer & Networking

This evening event includes the opportunity to meet and mingle with honorees, members, guests, and sponsors.

Silent Auction

A Silent Auction is held at the "W" Award Celebration, with proceeds used to further RWN programming and opportunities for our members.

RWN 40th Birthday Celebration

In 2018, we celebrate the 40th birthday of Rochester Women's Network! Forty years ago, a small group of women lamented the absence of an organized women's group, leaving women to struggle alone with the gender wage gap, sexual harassment, the lack of quality childcare, the absence of women on corporate boards, the need to know about good job opportunities, and the need to find balance in their lives. Women's need to connect was so great that over a hundred determined ladies braved a Rochester snowstorm to attend a working women's conference, which sparked the idea of creating a network where women could support and learn from each other. The message was loud and clear: local women desperately wanted a network. The Rochester Women's Network was launched in 1978.

Forty years later, the group is alive and well, with paid staff and many dedicated members who have given generously of their time and talents. RWN has set membership records nation-wide, become a valued community institution, been bold enough to revisit its mission, and honest enough to keep working on how best to be an inclusive organization for all working women. Yet, the very issues that caused the group to first form remain; perhaps someday we will be able to celebrate women's true equality in the workplace. Until then, join us in celebrating a milestone that is truly deserving of a celebration!

The RWN 40th Birthday Celebration will be held on November 16, 2018 at Ballroom 384. Planning for this event is currently underway and promises to be full of fun, celebration, and excitement for the future.

Be a part of the RWN 40th Birthday Celebration by becoming a sponsor or supporter of the event. Community members and local media are also invited to attend.

Sponsorship Opportunities

With several sponsorship packages available, you'll find one that's sure to suit your business goals budget needs.

Each of the sponsorship packages can be extended to both our major events for a significant savings. If you're interested in creating a more customized sponsorship, contact us.

To reserve your sponsorship today, contact Sandy Richardson at rwn@rwn.org .

Platinum Sponsor \$2,500 (three available)

Enjoy promotional benefits during the year by sponsoring one RWN major event: The "W" Awards being held on May 15, 2018 or our 40th Birthday Celebration being held November 16, 2018.

You will receive these benefits at the event of your choice:

- Your business name with a link to your website on the RWN event page for one full year
- Sponsor call-out in all press releases, print materials, communications, and RWN newsletter
- Two e-Mail blasts promoting your business sent to our list of 3,000 subscribers
- Open microphone acknowledgement at the event with 3 minutes to speak
- Opportunity to provide promotional materials for distribution to event guests
- Your business name presented in a digital ad running at the event
- Four social media posts (Facebook) highlighting your business as a sponsor beginning 2 months prior to the event
- Your business featured in the monthly RWN newsletter the month of the event
- Your business name prominently displayed on signage at the event
- 2 tickets to the event
- A one-year basic RWN membership for you or one of your associates (valued at \$140)
- 25% discount on additional tickets purchased

Be a Platinum Sponsor for both our major events, The "W" Awards being held on May 15, 2018, and our 40th Birthday Celebration being held November 16, 2018 and enjoy promotional benefits throughout the year for **\$4,000**, a **\$1,000 savings**.

Gold Sponsor \$1,000 (six available)

Enjoy promotional benefits during the year by sponsoring one RWN major event: The "W" Awards being held on May 15, 2018 or our 40th Birthday Celebration being held November 16, 2018.

You will receive these benefits at the event of your choice:

- Your business logo with a link to your website on the RWN event page for six months
- Sponsor call-out in all press releases, print materials, communications, and RWN newsletter
- One e-Mail blast to our list of 3,000 subscribers promoting your business
- Opportunity to provide promotional materials for distribution to event guests
- Your business name presented in a digital ad running at the event
- Your business name prominently displayed on signage at the event
- 2 tickets to the event
- 15% discount on additional tickets purchased

Be a Gold Sponsor for both our major events, The "W" Awards being held on May 15, 2018, and our 40th Birthday Celebration being held November 16, 2018 and enjoy promotional benefits throughout the year for **\$1,500**, a *\$500 savings*.

Silver Sponsor \$750 (eight available)

Enjoy promotional benefits during the year by sponsoring one RWN major event: The "W" Awards being held on May 15, 2018, or our 40th Birthday Celebration being held on November 16, 2018

You will receive these benefits at the event of your choice:

- Your business logo with a link to your website on the RWN event page for three months
- Sponsor call-out in all print materials, communications, and RWN newsletter
- Your business name presented in a digital ad running at the event
- Your business name displayed on signage at the event
- 2 tickets to the event
- 10% discount on additional tickets purchase

Be a Silver Sponsor for both our major events, The "W" Awards, being held on May 15, 2018, and our 40th Birthday Celebration being held November 16, 2018 and enjoy promotional benefits throughout the year for **\$1,250**, a *\$250 savings*.

Bronze Sponsor \$295 (twelve available)

Enjoy promotional benefits during the year by sponsoring one RWN major event: The "W" Awards being held on May 15, 2018, and our 40th Birthday Celebration being held on November 16, 2018.

You will receive these benefits at the event of your choice:

- Sponsor call-out in all print materials
- Your business logo presented in a digital ad running at the event
- Your business name displayed on signage at the event
- 1 ticket to the event

Be a Bronze Sponsor for both our major events, The "W" Awards being held on May 15, 2018, and our 40th Birthday Celebration being held on November 16, 2018 and enjoy promotional benefits throughout the year for **\$500**, a *\$90 savings*.



ROCHESTER WOMEN'S NETWORK SPONSORSHIP STATEMENT OF INTENT

Name:	
Title:	
Company/Organization:	
Address:	
City, State, Zip Code:	
Email Address:	
Daytime Phone Number:	
If Vendor, What Service?	

We agree to Sponsor Rochester Women's Network Major Event(s) as indicated below. We agree to be invoiced and to provide our financial support no later than One Month prior to the event.

Sponsor Levels Available:

W Awards and/40 th Birthday	Sponsor Level	Single Event	Both Events
	Platinum Sponsor	\$2,500	\$4,000
	Gold Sponsor	\$1,000	\$1,500
	Silver Sponsor	\$750	\$1,250
	Bronze Sponsor	\$295	\$500

Please indicate your level of support send this form to **Rochester Women's Network, attention Sandy Richardson** at RWN@RWN.org OR 2509 Browncroft Blvd, Suite 211, Rochester, NY 14625. Any questions or concerns can be directed to Sandy at rwn@rwn.org

Print Name:			
Signature:		Date:	

Thank you for your support!