



LOS ANGELES COUNTY

Women's Leadership Conference

LOS ANGELES COUNTY'S 8TH ANNUAL WOMEN'S LEADERSHIP CONFERENCE

The County of Los Angeles is proud to host the eighth annual Los Angeles County Women's Leadership Conference on November 2, 2017, at the beautiful Pasadena Convention Center. The Conference brings together a broad spectrum of like-minded professionals to network and learn from leaders in government, business, and community. We anticipate 900 attendees from County departments, outside agencies, and the general public. The goal of our Leadership Conferences is to inspire and empower attendees to take leadership roles in business, government, and their community.

The conference continues to grow in popularity and therefore provides a unique marketing opportunity for you and your company, enabling you to reach hundreds of professionals and household decision makers.

With this opportunity in mind, Department of Public Works Director Mark Pestrella and Conference Committee invite you to join us for this exciting and innovative event as a conference sponsor. A variety of conference sponsorship packages have been created and can be reviewed in the enclosed materials.

You may reserve a sponsorship opportunity by contacting Ivy Luong of Innovate Marketing Group at ivy@innovatemkg.com who can also answer any additional questions you may have about the conference.

For information and highlights from our past conferences, please visit our conference website at: www.lacountywomensleadership.org. Thank you in advance and we look forward to working with you as a sponsor for the 2017 Women's Leadership Conference.

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Sponsorship Opportunities

SPECIFICATIONS		EXHIBITOR BOOTH	BRONZE	SILVER	PLATINUM	DIAMOND	PRESENTING
		\$750	\$1,500	\$2,500	\$5,000	\$10,000	\$30,000
Exhibit booth (includes 2 complimentary lunches for exhibit staff)	We will provide one 6' table with table cloth and 2 chairs; includes 2 complimentary lunches for individuals manning the exhibit booth	✓	✓	✓	✓	✓	✓
Your company logo on all marketing materials	Your company logo will be included in the conference flyer and program booklet		✓	✓	✓	✓	✓
Recognition announcement of your company at event	Your company will be mentioned as a sponsor by a conference ambassador one time throughout the program		✓	✓	✓	✓	✓
Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags	One product brandishing your company's logo will be included in each goody bag to be distributed to 900 attendees			✓	✓	✓	✓
Link to your Company's website on event website	Your company logo will be included on the conference website. The logo will provide a link to the company website			✓	✓	✓	✓
Half-page ad in the event program	One half-page ad in the program booklet to advertise your company and services (Deadline to provide ad is September 1, 2017)				✓		
Prominent exhibit booth	Booth will be located in a prominent position outside of the main hall				✓	✓	✓
Your company will be mentioned on media releases	Your company will be mentioned in radio, TV, journal, and paid ads					✓	✓
Opportunity to introduce a conference speaker	One person from your organization will be given the opportunity to introduce a conference speaker. Speaking points to be provided by the conference committee					✓	✓
Full-page ad in the event program	One full-page ad in the program booklet to advertise your company and services (Deadline to provide ad is September 1, 2017)					✓	✓
Prominent display of your company logo at event	Your logo will be displayed on signs in main foyer and main ballroom, and will be included in the conference power point presentation					✓	✓
Prominent luncheon table for 10 (includes 8 lunch seats plus 2 exhibitor staff seats for a total of 10)	One table will be reserved in Section A, includes 10 complimentary lunches					✓	✓
High visibility on 2017 Conference webpage of the conference website	Company Logo will be prominently displayed on the 2017 Conference web page of the conference website					✓	✓
Speaking opportunity to promote your company to audience	One member of your organization will be allotted 3 minutes to address the audience. Speaking points to be approved by conference committee						✓
Presenting Title (e.g. Presented by...)	The conference title will be followed by "Presented by Your Organization". The presenting title will be included in all marketing materials including flyers, website, program, name badges, etc.						✓
Logo on Goody Bag	Company Logo will be printed on all goody bags						✓

Note: Distribution of marketing materials should align with the goals for the Leadership Legacy Conference and be in the best interest of the County of Los Angeles



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional packages

- Meal time sponsor: sponsor breakfast or afternoon break refreshments
- Logo will be included on conference website and in conference program

Gift Bag Donations

- 950 items to be included in the gift bag provided to attendees
- Company will be mentioned on conference website and in conference program

Door prize donation

- Gift baskets, electronic items, gift cards, etc.
- Company will be mentioned on conference website and in conference program

Sponsorship commitment deadline: August 16, 2017

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Visit our website at: <http://www.lacountywomensleadership.org>



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NOVEMBER 2, 2017

SPONSORSHIP REGISTRATION FORM

- Presenting - \$30,000
- Diamond - \$10,000
- Platinum - \$5,000
- Silver - \$2,500
- Bronze - \$1,500
- Exhibitor Booth - \$750
- Other Sponsorship Opportunities
 - Door Prize (specify): _____ Qty: _____ Value: _____
 - Gift Bag Item (specify): _____ Qty: _____ Value: _____

Organization Name: _____

Contact Name: _____

Contact Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone No: _____ **E-mail:** _____

Signature: _____ **Date:** _____

Please make checks/money orders payable to:
Public Works Women's Leadership Conference or PWWLC

Mail to: Innovate Marketing Group
ATTN: PWWLC
300 South Raymond Ave. Suite 2, Pasadena, CA 91105

For Questions: Ivy Luong | (626) 817-9588 | ivy@innovatemkg.com

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Thank you for your contribution and we look forward to working with you!

Your Ad in the Program Booklet (Due by September 1, 2017)

Full-Page Ad 5.25" x 7.75"

\$800 (*Color*)
\$500 (*Black & White*)

Half-Page Ad 5.25" x 3.875"

\$400 (*Color*)
\$275 (*Black & White*)

Send ad to:

Ivy@innovatemkg.com

Acceptable formats:

High resolution PDF preferred
(Please include Ps, iD, or Ai file)