

2010 National DIVERSITY WOMEN'S BUSINESS LEADERSHIP CONFERENCE



Addressing the Diverse & Multicultural Women's Leadership Gap

October 28-29, 2010 Washington, DC

Join us in our campaign to support the leadership and executive development of professional, executive and entrepreneurial women of all races, cultures and backgrounds.

INVITED SPEAKERS



Dr. Julianne Malveaux
President, Bennett College



Sheila Johnson, Co-Founder
of BET



Indra Nooyi, CEO,
PepsiCo



Dr. Jill Biden, White House
Second Lady



Kwame Jackson
Entrepreneur & Former
Apprentice Contestant



Lt. Col. Consuelo
Kickbush



Keith Clinkscales, VP and
General Manager, ESPN



Condaleeza Rice, Former
Secretary of State



Ursula Burn, CEO XEROX

www.diversitywoman.com

2010 National DIVERSITY WOMEN'S BUSINESS LEADERSHIP CONFERENCE

Position
your company
as a leader
in diversity



The 2010 Diversity Women's Business Leadership Conference will attract diverse and multicultural business leaders from the world's largest corporations and entrepreneurs from successful women-owned businesses. The executive development atmosphere of the Conference will allow attendees to make strong connections with their contemporaries who share similar work experiences, challenges and concerns. Also, attendees will hear and learn from our panel featuring some of the most influential women leaders in the nation.

Diversity Woman recognizes the importance of leadership development and empowerment for diverse women. Our aim is to educate and support multicultural women leaders and to facilitate their continued growth and success through solution-based editorial, website products and services, and events such as our conferences we host annually.

When you sponsor our Conference, you will gain high-level exposure and great networking opportunities in a setting that will allow you to strengthen existing relationships and to forge new ones.

You will obtain high quality multimedia exposure before, during and after the event:

- BEFORE:** Through our event marketing campaign, website, press releases, webinars and more.
- DURING:** Through networking opportunities, signage, exhibition opportunities and more.
- AFTER:** Through advertising in Diversity Woman and your continued presence on diversitywoman.com.

Please see page 2 and 3 for a review of the various sponsorship opportunities available to you.

2010 NATIONAL DIVERSITY WOMEN'S BUSINESS LEADERSHIP CONFERENCE & MOSAIC LEADERSHIP AWARDS LUNCHEON

OCTOBER 28 – 29, 2010

GAYLORD RESORT & CONFERENCE CENTER

201 Waterfront Street

National Harbor, Washington, D.C.

Sponsorship Benefits

Diamond Sponsor

- ▶ Twenty (20) full conference VIP registrations
- ▶ VIP Corporate Luncheon Table (luncheon both days)
- ▶ Exhibition Space in Exhibit Hall/Career Expo
- ▶ Exposure through a suite of multimedia marketing channels that will push your brand before, during, and after the event to include: internet advertising, webinars, newsletter and social media coverage
- ▶ Full 2 Page 4-color advertising spread in *Diversity Woman* magazine
- ▶ Hyperlink on DIVERSITYWOMAN.com
- ▶ Recognition as a Sponsor in all Conference-related materials
- ▶ High profile exposure on-site including on-site signage
- ▶ Opportunity to place company literature and/or product sampling in Conference bags
- ▶ Promotion in all related press releases

YOUR INVESTMENT: \$50,000

Platinum Level

- ▶ Ten (10) full conference registrations
- ▶ Reserved VIP Corporate Luncheon Table (luncheon both days)
- ▶ Exhibition Space in Exhibit Hall/Career Expo
- ▶ Full Page 4-color ad with premium positioning inside front cover, front or inside back cover in *Diversity Woman* magazine
- ▶ Hyperlink on DIVERSITYWOMAN.com
- ▶ Recognition as a Sponsor in all Conference-related materials
- ▶ High profile exposure on-site including on-site signage
- ▶ Opportunity to place company literature and/or product sampling in Conference bags
- ▶ Promotion in all related press releases

YOUR INVESTMENT: \$25,000

www.diversitywoman.com

PLATINUM
LEVEL
Best Value
\$25K

Website

eNewsletter



Gold Level

- ▶ Eight (8) full conference registrations (Registration includes luncheon both days)
- ▶ Exhibition Space in Exhibit Hall/Career Expo
- ▶ Full-page, 4-color advertisement in *Diversity Woman* magazine
- ▶ Hyperlink on DIVERSITYWOMAN.com
- ▶ Recognition as a Sponsor in all Conference-related materials
- ▶ High profile exposure on-site including on-site signage
- ▶ Opportunity to place company literature and/or product sampling in Conference bags
- ▶ Promotion in all related press releases

YOUR INVESTMENT: \$20,000

Silver Level

- ▶ Five (5) full conference registrations (Registration includes luncheon both days)
- ▶ 1/2 Page 4-color ad in *Diversity Woman* magazine
- ▶ Recognition as a Sponsor in all Conference-related materials
- ▶ Corporate Exhibit Table/Career Expo
- ▶ Opportunity to place company literature and/or product sampling in Conference bags

YOUR INVESTMENT: \$15,000

Bronze Level

- ▶ Three (3) full conference registrations (Registration includes luncheon both days)
- ▶ Recognition as a Sponsor in all Conference-related materials
- ▶ Opportunity to place company literature and/or product sampling in Conference bags

YOUR INVESTMENT: \$10,000

Reception Sponsor

- ▶ Two (2) full conference registrations (Registration includes luncheon both days)
- ▶ Highlighted sponsorship signage at reception
- ▶ Listed in conference related material as reception sponsor

YOUR INVESTMENT: \$5,000

Women's Business Enterprise Sponsor

(Women Business Owner's Only)

- ▶ Two (2) full conference registrations (Registration includes luncheon both days)
- ▶ Recognition as a Sponsor in all Conference-related materials
- ▶ Exhibit Table in Vendors Pavilion

YOUR INVESTMENT: \$1,000

For more information:

Sheila Robinson

Publisher

DIVERSITY WOMAN

(336) 451-4289

sheila@diversitywoman.com

www.diversitywoman.com

John McNamara

National Sales Manager

DIVERSITY WOMAN

(732) 525-2618

john@diversitywoman.com

Web Community



Print Magazine

People Power