



**SPONSORSHIP OPPORTUNITIES | FORT LAUDERDALE, FL | SEPTEMBER 13-15, 2019**

# About *Women Of Color Empowerment Institute, Inc.*

The Women of Color Empowerment Institute, Inc. is a not-for-profit 501(c)(3) organization with a mission to enhance and expand leadership by women of color. The specific goals and objectives of the institute are:

- ✦ To build awareness of health care disparities, disease and social ills that disproportionately impact women of color.
- ✦ Support and encourage women leaders to run and win public office.
- ✦ Develop capacities for social change that will empower women to transform communities.
- ✦ Develop programming that will increase and promote heritage awareness.
- ✦ Through open discussions and community outreach, combat stereotypes, double standards and bias against women.
- ✦ Provide training opportunities for business and government.
- ✦ Provide mentoring programs for women that encourage career success and growth.
- ✦ Serve as a clearinghouse for conference materials associated with Women of Color Empowerment Conference.
- ✦ Focus on uniting women of color with multicultural differences.

The Institute holds quarterly leadership events called "Advocates for Change" where selected speakers discuss how to bring about successful and productive social change in areas such as economic development, living healthy lifestyles, heritage awareness and technology advancements. The Institute holds "Next Level" professionally facilitated forums designed to assist attendees with professional development and strategic planning. Through corporate grant funding, the Institute holds professional etiquette seminars where attendance is free of charge and open to the public. The Institute is a membership organization and hosts monthly dinners and professional development meetings. The Institute publishes a magazine called "Women Lead" highlighting Women of Color leaders from around the country and their fascinating and motivational stories. The Institute administers a leadership mentorship program linking young professionals with established community leaders.

Learn more at [www.nationalwomenofcolor.com](http://www.nationalwomenofcolor.com).





# About *Women of Color Empowerment Conference*

We are pleased to announce the Ninth Annual Women of Color Empowerment Conference! This event will take place September 13th–15th, 2019 at the Fort Lauderdale Marriott Harbor Beach Resort & Spa, 3030 Holiday Drive, Fort Lauderdale, FL.

The organizers of the Women of Color Empowerment Conference remain committed to providing unparalleled programming for leaders who will attend this destination conference to be held in Fort Lauderdale, Florida.

Friday, September 13, 2019 we will kick off the weekend with programming featuring notable influential speakers and end with a reception by the sea. The full programming day will take place on Saturday, September 14, 2019, where attendees will hear from nationally renowned speakers, participate in thought-provoking breakout sessions and network with other leaders from around the country. The much-anticipated Sunday "Spirit of Sisterhood" breakfast is always inspiring and motivating. Featured speakers will be phenomenal leaders from a variety of professional sectors and industries, including: law, government, business, technology, not-for-profit, medicine, academia and more.

The conference sells out each year and draws federal, state and local leaders from all over the country and beyond. Past conference speakers have included: White House correspondent, April Ryan, Carla Hall from "The Chew", award-winning journalist Tamron Hall, CNN Commentator Angela Rye, media mogul Cathy Hughes, Trumpet Awards Founder Xernona Clayton, Judy Smith, noted crisis manager, Africa Channel co-founder Paula Madison, MSNBC's Joy-Ann Reid, Congresswoman Donna Edwards, Judge Glenda Hatchett, African Ancestry Founder Gina Paige, Florida Supreme Court Justice Peggy Quince, just to name a few. The leadership conference hosts panel discussions comprised of women news anchors, election experts, technology experts, top corporate executives and scholars. Among other matters, the conference will focus on educating and motivating dynamic women of color to lead organizations, launch effective campaigns and take full advantage of technology in today's marketplace.

Your financial support is needed for the high quality programming that will be offered. Don't delay in joining us as a sponsor so that we can promote your business and our partnership with you for as long as possible. Expand your community impact and connect with prominent leaders throughout the nation. The conference has been featured on C-Span and has won national awards. We look forward to a long lasting relationship!

Sincerely Yours,

Burnadette Norris-Weeks Esq.  
Event Co-Chair & Founder

Michelle Austin Pamies Esq.  
Event Co-Chair

Kathy Eggleston  
Event Co-Chair

# Our Reach



**900+**

Women Leaders of Color  
Conference Attendees



**3,000+**

Impressions Across  
Social Media



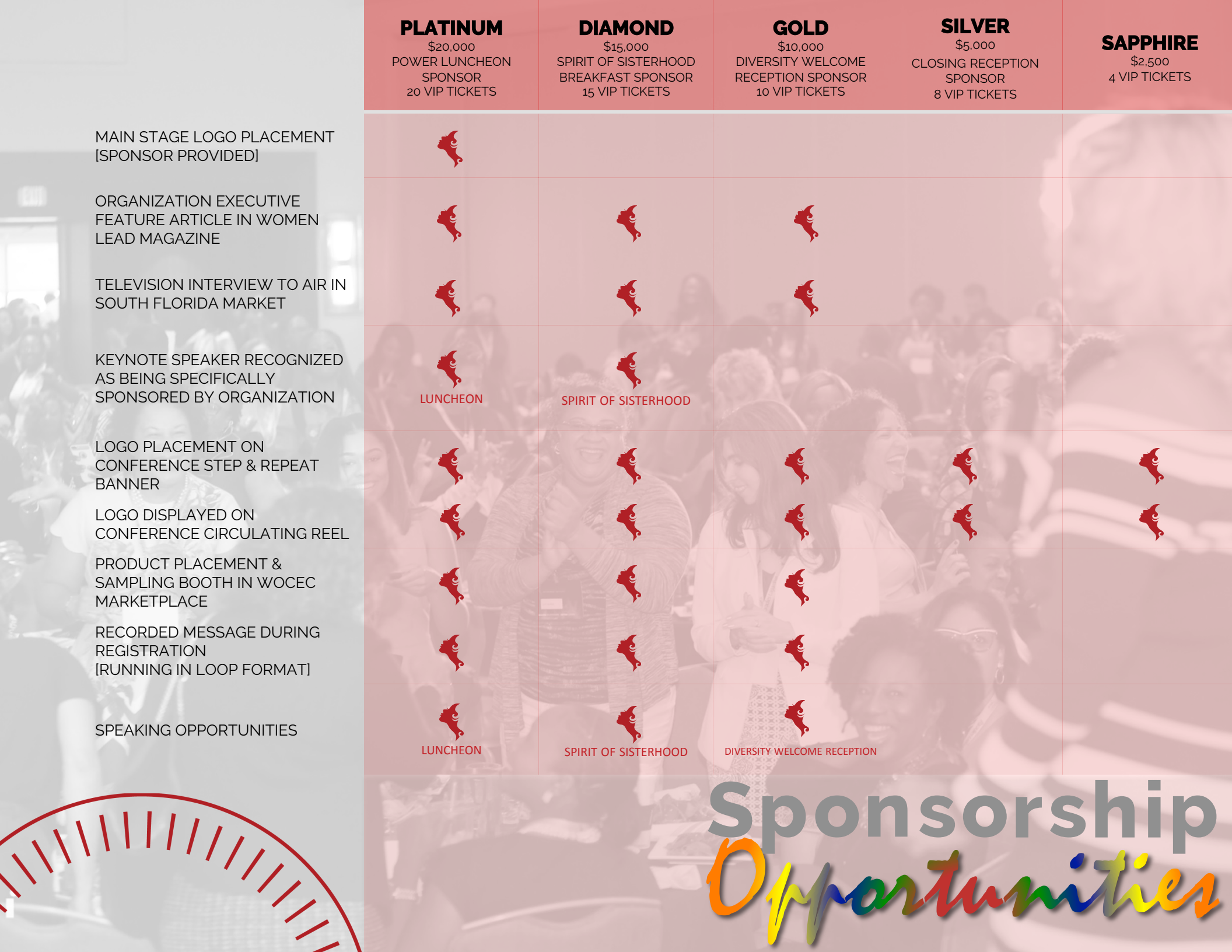
**Over 5,000**  
Email Subscribers



Nationally Distributed  
Magazine



Special  
Curriculum  
For Young Ladies



MAIN STAGE LOGO PLACEMENT  
[SPONSOR PROVIDED]

ORGANIZATION EXECUTIVE  
FEATURE ARTICLE IN WOMEN  
LEAD MAGAZINE

TELEVISION INTERVIEW TO AIR IN  
SOUTH FLORIDA MARKET

KEYNOTE SPEAKER RECOGNIZED  
AS BEING SPECIFICALLY  
SPONSORED BY ORGANIZATION

LOGO PLACEMENT ON  
CONFERENCE STEP & REPEAT  
BANNER

LOGO DISPLAYED ON  
CONFERENCE CIRCULATING REEL

PRODUCT PLACEMENT &  
SAMPLING BOOTH IN WOCEC  
MARKETPLACE

RECORDED MESSAGE DURING  
REGISTRATION  
[RUNNING IN LOOP FORMAT]

SPEAKING OPPORTUNITIES

**PLATINUM**

\$20,000  
POWER LUNCHEON  
SPONSOR  
20 VIP TICKETS

**DIAMOND**

\$15,000  
SPIRIT OF SISTERHOOD  
BREAKFAST SPONSOR  
15 VIP TICKETS

**GOLD**

\$10,000  
DIVERSITY WELCOME  
RECEPTION SPONSOR  
10 VIP TICKETS

**SILVER**

\$5,000  
CLOSING RECEPTION  
SPONSOR  
8 VIP TICKETS

**SAPPHIRE**

\$2,500  
4 VIP TICKETS



LUNCHEON



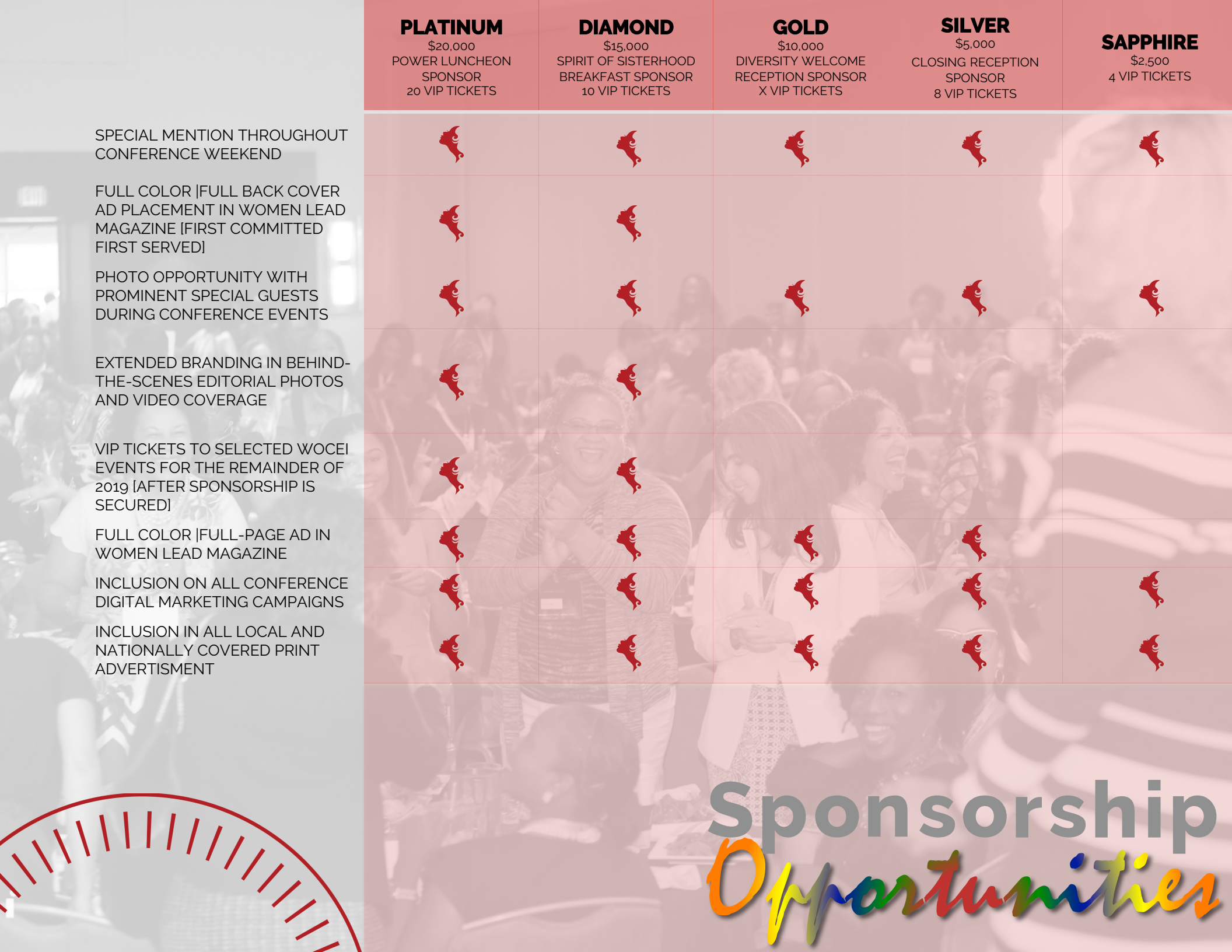
SPIRIT OF SISTERHOOD



DIVERSITY WELCOME RECEPTION



# Sponsorship Opportunities



**PLATINUM**

\$20,000  
POWER LUNCHEON  
SPONSOR  
20 VIP TICKETS

**DIAMOND**

\$15,000  
SPIRIT OF SISTERHOOD  
BREAKFAST SPONSOR  
10 VIP TICKETS

**GOLD**

\$10,000  
DIVERSITY WELCOME  
RECEPTION SPONSOR  
X VIP TICKETS

**SILVER**

\$5,000  
CLOSING RECEPTION  
SPONSOR  
8 VIP TICKETS

**SAPPHIRE**

\$2,500  
4 VIP TICKETS

SPECIAL MENTION THROUGHOUT  
CONFERENCE WEEKEND

FULL COLOR [FULL BACK COVER  
AD PLACEMENT IN WOMEN LEAD  
MAGAZINE [FIRST COMMITTED  
FIRST SERVED]

PHOTO OPPORTUNITY WITH  
PROMINENT SPECIAL GUESTS  
DURING CONFERENCE EVENTS

EXTENDED BRANDING IN BEHIND-  
THE-SCENES EDITORIAL PHOTOS  
AND VIDEO COVERAGE

VIP TICKETS TO SELECTED WOCEI  
EVENTS FOR THE REMAINDER OF  
2019 [AFTER SPONSORSHIP IS  
SECURED]

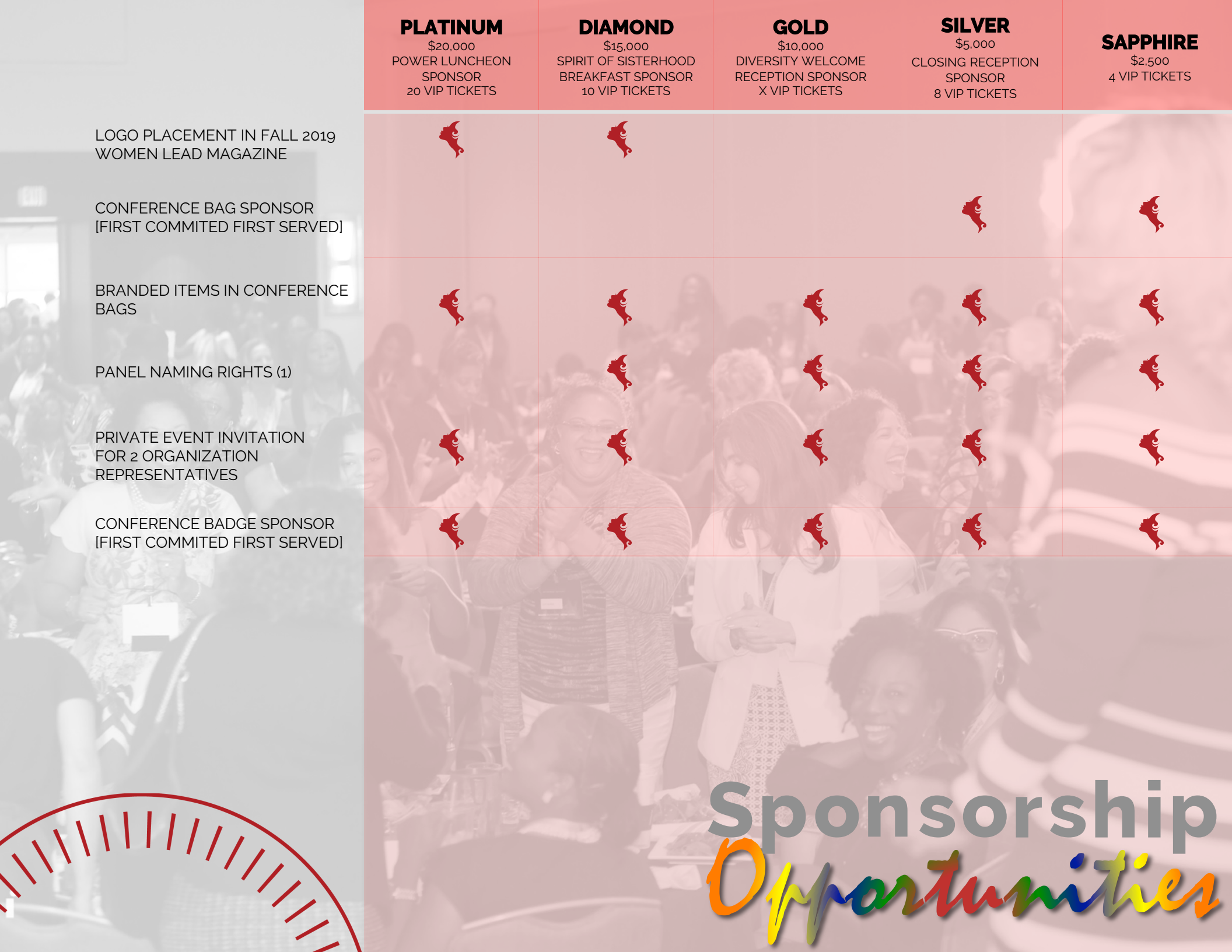
FULL COLOR [FULL-PAGE AD IN  
WOMEN LEAD MAGAZINE

INCLUSION ON ALL CONFERENCE  
DIGITAL MARKETING CAMPAIGNS

INCLUSION IN ALL LOCAL AND  
NATIONALLY COVERED PRINT  
ADVERTISEMENT



**Sponsorship**  
*Opportunities*



**PLATINUM**

\$20,000  
POWER LUNCHEON  
SPONSOR  
20 VIP TICKETS

**DIAMOND**

\$15,000  
SPIRIT OF SISTERHOOD  
BREAKFAST SPONSOR  
10 VIP TICKETS

**GOLD**

\$10,000  
DIVERSITY WELCOME  
RECEPTION SPONSOR  
X VIP TICKETS

**SILVER**

\$5,000  
CLOSING RECEPTION  
SPONSOR  
8 VIP TICKETS

**SAPPHIRE**

\$2,500  
4 VIP TICKETS

LOGO PLACEMENT IN FALL 2019  
WOMEN LEAD MAGAZINE

CONFERENCE BAG SPONSOR  
[FIRST COMMITTED FIRST SERVED]

BRANDED ITEMS IN CONFERENCE  
BAGS

PANEL NAMING RIGHTS (1)

PRIVATE EVENT INVITATION  
FOR 2 ORGANIZATION  
REPRESENTATIVES

CONFERENCE BADGE SPONSOR  
[FIRST COMMITTED FIRST SERVED]



**Sponsorship**  
*Opportunities*

Reserve your participation by August 26, 2019 to ensure inclusion in program materials.  
For more information visit the website at [www.NationalWomenofColor.com](http://www.NationalWomenofColor.com)

**FOR PURCHASE OF SPONSORSHIP LEVELS**

☐ PLATINUM SPONSOR (\$20,000)

☐ DIAMOND SPONSOR (\$15,000)

☐ GOLD SPONSOR (\$10,000)

☐ SILVER SPONSOR (\$5,000)

☐ SAPPHIRE SPONSOR (\$2,500)

**FOR PURCHASE OF WOMEN LEAD MAGAZINE ADVERTISEMENT**

☐ Full Page (\$500)

Organization/Individual  
Name:

Contact Person:

Address:

City:

State:

Zip Code:

Phone:

Fax:

Email Address:

Amount Enclosed:

Please Circle One:

CHECK

MONEY ORDER

CASHIER'S CHECK

Credit Card #  
(Visa, MasterCard,  
Amex):

Expiration Date:

CVV#:

Total:

Name on Card:

Signature:

WOMEN OF COLOR EMPOWERMENT INSTITUTE, INC.  
401 NORTH AVENUE OF THE ARTS (NW 7<sup>TH</sup> AVENUE), FORT LAUDERDALE, FLORIDA 33311  
PHONE: (954) 768-9770 • (954) 900-3494 • FAX: (954) 768-9790  
NATIONALWOMENOFCOLOR.COM

# Contact

[www.NationalWomenofColor.com](http://www.NationalWomenofColor.com)

For All Sponsorship Inquires Contact:  
Women of Color  
Empowerment Institute, Inc.  
(954) 900-3494 | (954) 768-9770

Mailing Address:  
Women of Color Empowerment Institute, Inc.  
401 NW 7<sup>th</sup> Avenue (Avenue of The Arts)  
Fort Lauderdale | Florida 33311

