



Women of Power Virtual Summit

2014 Sponsorship Package



2014 WOMEN OF POWER VIRTUAL SUMMIT

SPONSORSHIP PACKAGE
JULY 15-17, 2014

KRISTI L. JACKSON, FOUNDER OF WOMEN CEO PROJECT



Kristi L. Jackson, MBA

Hi there. I'm Kristi L. Jackson, MBA, and I've had the pleasure for the last 3 1/2 years to wake up each morning and build my dream of successfully guiding ambitious entrepreneurs through the process of growing their businesses through how to become more profit-focused, action-oriented, leverage digital tools and create their own opportunities. Along this journey, I've picked up a few snazzy awards including, a Citizen Innovator & Entrepreneur Award from the White House, Houston's 40 Under 40 Hot, Young Business People, Women in Business Award 2014, Humanitarian of the Year 2012 and Women's Organization of the Year 2013.

I've worked or consulted companies like, IBM, Google, Apple, Houston Area Urban League, Capital One, Wells Fargo, Chase Bank, and Microsoft, in addition to some KICK ASS individual and small business owners who need more strategy, refinement and growth to

their business lives. Most recently, I had the opportunity to work on a small team of marketers and business strategists flown into London to work on the digital communications strategy (online and offline marketing) for an international president. Pretty cool opportunity, and yes, I give some of the EXACT strategies I used to get that gig right here in this book and course.

Lastly, through Women CEO Project, I've been able to create some breakout brands with massive effectiveness for women in business through our magazine [Power Culture Mag](#), our first of it's kind annual conference [Women of Power Virtual Summit](#) and through our private, elite team, [Global Mastermind Circles](#). If I can teach you one thing, let it be that right now, with the talent and the knowledge that you already possess, you have the space and the opportunity to powerfully create your own dreams.



ABOUT THE 2014 WOMEN OF POWER VIRTUAL SUMMIT



How POWERFUL to reach thousands of ambitious business women ALL OVER the WORLD who are hungry, ready and open to learning from our handpicked lineup of TOP Entrepreneurs, Speakers, Teachers, Gurus and Consultants. The Women of Power Virtual Summit is a First of its Kind and ONLY Multi-Country, Multi-Speaker Virtual Conference for Women Entrepreneurs.

Created by Women CEO Project's Founder, Kristi L. Jackson MBA, the Women of Power Virtual Summit, the LARGEST event of the year, is a powerful collaboration of 15 global experts speaking and teaching one of the fastest growing business segments-the female entrepreneur.

Being virtual, this conference tackles the location boundary and offers women whether local or global, access and exposure to the information they need to take their ideas to action, start and grow a profitable business.

Following a successful 2 year run, this annual conference draws in an audience of OVER 3000 women globally and provides continuous and interactive education through a live streaming, virtual and visual platform. Seeing and hearing each speaker coupled with a prime opportunity to network with other attendees online provides an enriched environment to develop offline partnerships and collaborations over shared interests and goals.

The 2013 Women of Power Virtual Summit was a MASSIVE success with 3200 global attendees, a digital footprint spanning over 100 countries and an average of 150,000 digital impressions PER Marketing Day.

The 2014 Women of Power Virtual Summit will take place July 15th-17th, with a total of 15 speakers, speaking virtually, over the course of 3 days.

TOP 9 REASONS TO BE A SPONSOR

THE 2014 WOMEN OF POWER VIRTUAL SUMMIT

- 1 Be a part of our MASSIVE, Multi-Channel, Multi-Platform marketing plan which reaches an average of OVER 150,000 business women per marketing day
- 2 Association with other leading brands. Past brands affiliated with Women CEO Project include, Google, Apple, Chase Bank, Macy's, Wells Fargo, Houston Area Urban League, Dress for Success, Score
- 3 Reach the 2.5 trillion dollar market of women entrepreneurs who make over 80% of household buying decisions
- 4 Place your business in prime traffic position on the Women of Power Virtual Summit website which gets yearly traffic and is NEVER taken down
- 5 Downloaded OVER 4000 times, you have the opportunity to share your product, service and business through an interactive digital ad in the Women of Power Virtual Summit leadership manual. See the [2012](#) and [2013](#) manuals here.
- 6 Be a part of a innovative conference that involves its sponsors and partners in the launch of an international public relations campaign for the event
- 7 Have your company featured in one of the TOP Digital Magazines for women entrepreneurs with a Global readership of OVER 420,000
- 8 Reach a diverse marketing including African American, Caucasian, Asian, African, Hispanic and European Women
- 9 Become a brand recognized by the attendees as champion for the success of women entrepreneurs



MARKETING & SOCIAL FOOTPRINT @ A GLANCE

Women CEO Project creates, solicits, and manages a robust marketing plan for the Women of Power Virtual Summit that annually draw in a crowd of thousands of local and global entrepreneurs. This represents a prime opportunity for a sponsor to get their brand, products and services in front of a diverse local and global audience of entrepreneurs.

150,000+/day	Digital Marketing Campaign Reach
200,000+	Yearly Emails Sent
19,000+	Social Media Followers
12,500+	Twitter followers
11,600+	Yearly Event & Training Attendees
7,600+	Livestream Views
5,700+	Facebook Fans
41	Founder Speaker Engagements
15	Speakers & Teachers

MULTI- TOUCH MULTI-PLATFORM MARKETING & MEDIA BENEFITS TO SPONSORS

PRE-SUMMIT CAMPAIGN INCLUDES

- 4 Scheduled Virtual Chat Sessions with Potential Attendees and Speakers
- Year round marketing and surveys of past attendees

SOCIAL MEDIA CHANNELS USED

- Youtube Videos (Short Teasers from our speakers and sponsors)
- Twitter (following of over 12k)
- Facebook (very engaged audience of evangelists and sharers)
- Linkedin (over 1500 Connections and TOP 1% of Linkedin Profiles for 2012 & 2013)

EMAIL CAMPAIGN INCLUDES

- Direct mailing to our own database
- Direct mailing to ALL 15 Summit Speaker's database
- Direct mailing to our Buzz Marketer's database

GLOBAL MEDIA CAMPAIGN

- Several Media Partners Including
- Local and National Newspapers
- Local and Global Online Influencers
- Advertising in Power Culture Magazine with a Viewership of Over 420,000
- Radio Interviews
- Podcast Interviews
- International Press Campaign including releases, live and online interviews

DIRECT TEAM: WOMEN CEO PROJECT LOCAL AND GLOBAL STREET TEAM

- Intern team of 10 focusing on Marketing and Advertising
- Buzz Marketing Team of 9 Focusing on Digital Exposure

STRATEGIC ALLIANCES INCLUDE

- 7 Local Women's Meetup Groups
- Online Career Networks
- Women's Business Chamber
- Women's Business University

ADVISORY BOARD INCLUDES

- National Venture Capitalist
- International Speaker and Social Media Expert
- Serial Entrepreneur and Financial Advisor

PARTNER BLOGGING CAMPAIGN

- Guest Posting on 4 influential blogs
- 9 Blogging Partners who will share our conference details with their engaged audience
- 4 Posts on Women CEO Project's Blog Presenting Sponsors

2014 WOMEN OF POWER SPONSORSHIP OPPORTUNITIES

WEBSITE, MARKETING CAMPAIGN & LEADERSHIP MANUAL

TITLE SPONSOR \$2500 (EXCLUSIVE OPPORTUNITY)

- Naming Rights as 2014 Title Sponsor for the Women of Power Summit
- 2nd Cover Interactive and Clickable Advertising Page in the 2014 Women of Power Leadership Manual
- Name, logo and website included in National Media Release Campaign
- Product Giveaways in-between Speaker Sessions (Up to 10 giveaways during 3 day Conference)
- Company Branded Direct Email sent to database
- Branded Sponsorship Live Tweets During 3 Day Conference
- Logo on Women of Power Event Website with Premium Placement
- Two 2 minute Speaking Opportunities during 3 day Conference
- Introduced as Title Sponsor in Social Media Campaign including
 - Twitter
 - Facebook
 - Youtube
 - LinkedIn
- Recognition as Title Sponsor during 3 Day Conference, in all media opportunities and communications including
 - Guest Blog Posts
 - Podcast Interviews
 - Radio Interviews
 - A Blog Post About Company Benefits, Product or Service and Support of Women Entrepreneurs

PLATINUM SPONSOR \$1500 (4 OPPORTUNITIES)

- Interactive and Clickable Full Page Ad in the 2014 Women of Power Leadership Manual
- Name and Logo included in National Media Release Campaign
- Product Giveaways in-between Speaker Sessions (Up to 4 Giveaways during 3 day Conference)
- Company Branded Direct Email sent to database
- Branded Sponsorship Live Tweets During 3 Day Conference
- Logo Placement on Women of Power Event Website with Premium Placement
- One 2 Minute Speaking Opportunity during 3 day Conference
- Introduced as Platinum Sponsor during Social Media Campaign including
 - Twitter
 - Facebook
 - Youtube
 - LinkedIn
- A Blog Post About Company Benefits, Product or Service and Support of Women Entrepreneurs

GOLD SPONSOR \$1000 (4 OPPORTUNITIES)

- Interactive and Clickable 1/2 Page Ad in the 2014 Women of Power Leadership Manual
- Name and Logo Included in National Media Release Campaign
- 1 thirty second Speaking Opportunity during 3 Day Conference
- Product Giveaways in-between Speaker Sessions (Up to 2 Giveaways during 3 day Conference)
- Branded Sponsorship Live Tweets During 3 Day Conference
- Announcement of Sponsorship via Social Media Platforms
- Logo on Women of Power Event Website with Premium Placement

SILVER SPONSOR \$600 (LIMITED OPPORTUNITIES)

- Interactive and Clickable Logo Placement in the 2014 Women of Power Leadership Manual
- Branded Sponsorship Live Tweets During 3 Day Conference
- Product Giveaways in-between Speaker Sessions (1 Giveaways during 3 day Conference)
- Announcement of Sponsorship via Social Media Platforms
- Logo Placement on Women of Power Event Website

STARTUP SPONSOR \$250 (LIMITED OPPORTUNITIES)

- Interactive and Clickable Logo Placement in the 2014 Women of Power Leadership Manual
- Branded Sponsorship Live Tweets During 3 Day Conference
- Logo Placement on Women of Power Event Website
- Announcement of Sponsorship via Social Media Platforms

2014 WOMEN OF POWER LEADERSHIP MANUAL ADVERTISING

- 4- Color Full Page \$800
- 4- Color 1/2 Page \$400
- Clickable Logo \$250

SUBMISSION DEADLINES

June 23, 2014: Deadline for ad commitments with full payment

June 30, 2014: Deadline for all advertising on website with full payment

June 30, 2014: Deadline for artwork submission for inclusion in the Leadership Manual

AD COMMITMENTS ARE NON-REFUNDABLE.

ARTWORK SPECIFICATIONS

The trim size of the Leadership Manual is 8.5' x 11". High resolution PDF files are preferred. All links, art and fonts used in the file must be embedded

SPONSORSHIP AND ADVERTISING COMMITMENT FORM

WOMEN OF POWER VIRTUAL SUMMIT 2014 JULY 15-17, 2014

Yes, I want to commit to support the 2014 Women of Power Summit as noted below. I understand that my signature signifies my commitment to pay for all sponsorship and/or advertising opportunities as stipulated herein.

Name_____ Company_____

Signature _____ Date _____

Please check all of the commitments for the 2014 Women of Power Summit:

SPONSORSHIP LEVELS

- ☐ Title Sponsor \$2500
- ☐ Platinum Sponsor \$1500
- ☐ Gold Sponsor \$1000
- ☐ Silver Sponsor \$600
- ☐ Startup Sponsor \$250

LEADERSHIP MANUAL ADVERTISING OPPORTUNITIES

- ☐ Full Page Ad \$800
- ☐ 1/2 Page Ad \$400
- ☐ Logo & Link \$250

Total Commitment \$ _____

To complete sponsorship send your total commitment to Paypal kristi@womenceoproject.com and email this form signed to info@womenofpowersummit.com

To Fax in Your Commitment: Complete This Form

Women of Power Summit 2014 July 15-17, 2014

Scan and Fax to info@womenofpowersummit.com

Name _____

Title _____

Company _____

Address _____

City/St/Zip _____

Phone _____ Fax _____

E-mail _____ Website _____

Charge my: ☐ AMEX ☐ Mastercard ☐ Visa

Name on Card _____

Credit Card No. _____

Exp. Date _____ Security Code _____ Billing Zip Code _____

Signature _____

PAYMENTS & CANCELLATION POLICY :

This document serves as a contract. All sponsorship requests are final. By signing this sponsorship form, you signify that it is your responsibility to pay all sponsorship fees in full.

FOR QUESTIONS AND ADDITIONAL INFORMATION:

Women of Power Summit

Hosted by Women CEO Project

Email: info@womenofpowersummit.com

Website: www.womenofpowersummit.com

Phone: 832- 303-1475