

SPONSORSHIP OPPORTUNITIES

POWER UP! at Women Communicators of Austin’s half-day professional development event exploring concepts and tools to achieve business and personal success. WCA is a 501(c)3 nonprofit organization. Sponsorships support programs and scholarships.

Presenting Sponsor _____ **\$1,000**

Exclusive – 1 available

The Get Smart keynote speaker is a notable figure in the communications field that sets the tone for this yearly conference by addressing the theme in an hour-long motivational opening address. The Keynote Speaker is the first presenter selected and most heavily promoted throughout the community; often, she is an award-winner, published author, trailblazer, C-suite executive, and role model. The Get Smart Committee considers women at the top of their fields who can bring an exciting voice and unique experience to this annual educational event.

Pre-Conference

- **Email Messaging:** logo appears on pre-event emails promoting Get Smart Conference (1x per month for three months: Aug.–Oct., 2018)
- **Feature Story:** in WCA e-newsletter (1x)
- **Get Smart Web Page:** Logo with web link (appears as Presenting Sponsor, Aug.–Oct., 2018)
- **Social Media:** with links (3x per channel: Aug.–Oct., 2018)

At Conference

- **Registration Desk Signage:** one 24"x36" sign with logo, web link (Media and Presenting Sponsors share one sign)
- **On-Screen Logo Recognition:** rotating stand-alone image
- **Opening Address:** one 90-second opportunity to address to the attendees prior to keynote address (content must be approved by WCA Board of Directors one week prior to the event)
- **Table in Main Ballroom:** one 6 ft. table to display materials and meet-and-greet
- **Distribution of Branded Materials:** placed at seats prior to keynote address (sponsor provides materials)
- **Printed Recognition:** logo and 50-word company description on all printed materials
- **Verbal Recognition:** acknowledgment of Presenting/Keynote Sponsors at conference opening
- **Complimentary Tickets:** four (4) guest tickets to event (includes post-conference Networking Hour admittance)

Post-Conference

- **Get Smart Web Page:** “Thank You” includes logo recognition with summary of events
- **Link to Get Smart Event Photos:** for use in marketing purposes
- **Social Media Promotion:** sponsor mentions on Get Smart social media channels (1x per channel: Nov., 2018)

Sessions Sponsors \$500 each

3 available

Each Get Smart conference includes several supporting sessions, which follow the Keynote Speaker in the main venue. These presenters and panelists also address topics related to the year's theme. The Get Smart Committee taps standout professionals who can address practical topics ranging across the professional communications spectrum: nonprofit, technology, freelance, best practices, and corporate strategy, to name a few.

Pre-Conference

- **Session Sponsors Story:** in WCA e-newsletter (one story will cover all sessions and their sponsors)

At Conference

- **Session Sign:** one 24x36" sign with logo (all session sponsors share one sign)
- **Verbal Recognition:** acknowledgment of sponsorship at session opening
- **On-Screen Logo Recognition:** one image, with web link, in main venue and in session room (all session sponsors share image)
- **Complimentary Tickets:** two guest tickets to event (includes post-conference Networking Hour admittance)
- **Printed Recognition:** Logo on all printed materials (logo size dependent on sponsorship level)

Post-Conference

- **Get Smart Web Page:** "Thank You" includes logo recognition with summary of events

Master Class Sponsors \$250 each

3 available

These breakout short session workshops give conference attendees the option for a deeper dive into selected communications-related topics. Master class leaders create unique hands-on and in depth looks at specific, niche topics, so that groups of 30–40 people may experience a more interactive presentation. Sign-up is on a first-come, first-serve basis and presentations are held in a separate room.

Pre-Conference

- **Master Classes Sponsors Story:** in WCA e-newsletter (one story will cover all master classes and their sponsors)

At Conference

- **Master Class Sign:** one 24x36" sign with logo (all master class sponsors share sign)
- **Printed Recognition:** logo on all printed materials (logo size dependent on sponsorship level)
- **On-Screen Logo Recognition:** one image, with web link, in main venue and in master class room (all session sponsors share image)
- **Verbal Recognition:** acknowledgment of sponsorship at master class opening

Post-Conference

- **Get Smart Web Page:** "Thank You" includes logo recognition with summary of events

Branded Notebook/Give-Away Sponsor _____ **\$500**
1 available

What conference attendee doesn't appreciate some swag along with that professional event?

At Conference

- **Distribution of Branded Notebook/Give-Away:** all attendees to receive conference notebook with Get Smart logo and sponsor logo (promotional material may be included inside notebook)
- **Printed Recognition:** logo on all printed materials (logo size dependent on sponsorship level)
- **On-Screen Logo Recognition:** one image, in main venue (small logo; all sponsors share same image)

Post-Conference

- **Get Smart Web Page:** "Thank You" logo recognition with summary of events

Networking Hour Sponsor _____ **\$100 each**
3 available

One of Get Smart's signature events is the opportunity for conference attendees to network post-event. This gathering occurs on site and is an additional chance for presenters, sponsors, and attendees to mingle and continue the conversation.

- **Printed Recognition:** logo on all printed materials (logo size dependent on sponsorship level)
- **Networking Hour Sign:** one 18x24" sign with logo (all Networking Hour sponsors share sign)
- **On-Screen Logo Recognition:** one image, with web link, in main venue (small logo; all sponsors share same image)

BE A PART OF GET SMART and POWER UP!

GET SMART SPONSORSHIP COMMITMENT FORM

Company/Individual Name _____

Name for Printed Material _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Yes, I want to sponsor Get Smart at the following level:

Presenting Sponsor (1 available: \$1,000)

Branded Notebooks/Give-Away Sponsor
(1 available: \$500)

Session Sponsor (3 available: \$500 each)

Master Class Sponsor (3 available: \$250 each)

Networking Hour Sponsor (3 available: \$100
each)

Payment Options

By Check. Enclosed is a check for \$ _____

Please make check out to Women Communicators of Austin (WCA).

Please indicate as "Get Smart Sponsorship"

By Credit Card. Please charge this amount \$ _____ to

MasterCard

Visa

American Express

Discover Card

Card Number _____ Exp _____ CCV _____

Signature _____ Date _____

Complimentary Tickets Attendees

(Presenting and Session Sponsors Only)

Deadline to submit complimentary ticket names is Friday, October 19, 2018

Name of Attendee

Email Address (For Event Day Details)

1. _____

2. _____

3. _____

4. _____

Sponsorships must be **paid in full by October 12, 2018**

Please return this completed form to:

Women Communicators of Austin (WCA),

VP of Professional Development,

getsmart@wcaustin.org

Please submit your logo (high-res .jpg, .ai, .pdf, .eps or large size .png)

and 50-word company description, if applicable, to

getsmart@wcaustin.org by **October 1, 2018**