



## NEW Summit Sponsorship Opportunities

September 20 - September 22, 2021 | Virtual Event

**NEW Leadership Summit** is our biggest event of the year, a magical moment when our members come together - and as the cherry on top, we're celebrating our 20th anniversary in 2021! Attendees will recharge in the company of visionaries, connect deeply with those that share their fire, and build the tools they need to be a better ally and leader.

### Benefits

As a sponsor you will build your brand, promote your products, and position yourself as an organization that stands for gender equality and women's leadership.

### Opportunities

We offer multiple sponsorship opportunities, including sponsorship of keynotes, virtual showcase spaces, lunchtime entertainment, receptions, wellness breaks, networking rooms, and more.

### Recognition

Your sponsorship is recognized before, during, and after the event. Gain thousands of impressions through our websites, social media channels, virtual experience platform interface, brand elements, and verbal recognition during the live event.

### ACT NOW

Deadline is **Friday, September 3rd, 2021**

### Please contact:

**Robin Schwartz**  
RSchwartz@newonline.org

**Laurie Greer**  
LGreer@newonline.org

**Julie Janckila**  
JJanckila@newonline.org

### 2020 Summit Attendee Data

**82%** Female  
**19.6%** BIPOC/Latinx/AANHPI

**39.1%** Sales Roles  
**10.7%** Marketing Roles

**47.3%** Manager Level  
**20.5%** Director Level

### TESTIMONIALS

Source: Survey of NEW Leadership Summit attendees, 2020


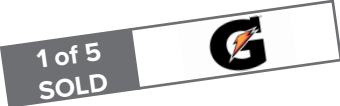
“ Thank you for this life changing experience!”

“ As a first timer, it was amazing. The content was great and energizing.”

“ Excellent variety in speakers and breakouts. Lots of wonderful creativity. Great intergenerational participation and diversity. It FELT inclusive.”




“ Loved the music, the energy and the variety of guest speakers. I enjoyed that it wasn't just C-Suite executives and that it was a diverse mix of individuals.”

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Opportunity	Description	Complimentary Summit Registrations	Investment
<p><b>Presenting Sponsor Showcase Page (Only 1 Available)</b></p> 	<p>Largest Showcase space including 4 selections from the list below:</p> <ul style="list-style-type: none"> <li>• Product demo video</li> <li>• Lightning talk</li> <li>• Highlight for woman executive</li> <li>• White paper</li> <li>• Blog post</li> <li>• Link to website.</li> </ul> <p>Opportunity for one 2 minute 'commercial'* during the program.</p> <p>Includes exclusive social media post on NEW channels recognizing you as Summit's Presenting Sponsor, and recognition on the Summit website as well as by the emcee during the event.</p>	8	\$30,000
<p><b>Ultimate Sponsor Showcase Page (5 Available)</b></p> 	<p>Showcase space including 3 selections from the list below:</p> <ul style="list-style-type: none"> <li>• Product demo video</li> <li>• Lightning talk</li> <li>• Highlight for woman executive</li> <li>• White paper</li> <li>• Blog post</li> <li>• Link to website</li> </ul> <p>Opportunity for one 1 minute 'commercial'* during the program.</p> <p>Includes exposure on NEW social media channels as an Ultimate Sponsor, and recognition on the Summit website as well as by the emcee during the event.</p>	6	\$20,000

\*Must be approved by NEW.

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Opportunity	Description	Complimentary Summit Registrations	Investment
<p><b>Evolved Sponsor Showcase Page (10 Available)</b></p> 	<p>Showcase space including 2 selections from the list below:</p> <ul style="list-style-type: none"> <li>• Product demo video</li> <li>• Lightning talk</li> <li>• Highlight for woman executive</li> <li>• White paper</li> <li>• Blog post</li> <li>• Link to website</li> </ul> <p>Opportunity for one 30 second 'commercial'* during the program</p> <p>Includes exposure on NEW social media channels as an Evolved Sponsor, and recognition on the Summit website as well as by the emcee during the event.</p>	3	\$10,000
<p><b>Above Sponsor Showcase Page (20 Available)</b></p>  	<p>Showcase space including:</p> <ul style="list-style-type: none"> <li>• Highlight for woman executive</li> <li>• Link to website</li> </ul> <p>Includes exposure on NEW social media channels as an Above Sponsor, and recognition on the Summit website as well as by the emcee during the event.</p>	1	\$5,000

\*Must be approved by NEW.

## NEW 2021 Leadership Summit Exclusive Sponsorship Opportunities

Opportunity	Description	Complimentary Summit Registrations	Investment
<b>DJ Sponsor</b>	Sponsorship of DJ ETrayn. This includes the 20th Anniversary Awards Gala but does not include the Dance Floor Party. Sponsor will be recognized on the Summit website, as well as by the emcee during the conference.	6	\$20,000
<b>Groove Dance Floor Party</b>	As day two of Summit winds down, attendees will have the opportunity to join the Groove Dance Floor Party with their colleagues and peers. The sponsoring company's logo will be displayed while attendees are waiting to break out. Sponsor will be recognized on the Summit website, as well as by the emcee during the conference.  Sponsor may offer a digital coupon.	2	\$10,000  Sponsor both the DJ and Dance Floor Party for \$25,000
<b>Energy Boost Breaks</b>  <b>Day 1 - 3 available</b>  <b>Day 2 - 2 available</b>	The Energy Boost Breaks offer attendees the chance to get out of their chair and move at key moments during the event. Choose meditation, yoga, or the workout of your choice. Sponsor will provide both instructor and workout program. Sponsor logo will be displayed during the workout, and the instructor may promote the sponsoring company and/or products. Sponsor will be recognized on the Summit website, as well as by the emcee during the conference.	1 (with purchase of 3 or more)  2 (with purchase of all 5)	\$2,000 per break  \$8,000 for all 5

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Opportunity	Description	Complimentary Summit Registrations	Investment
<p><b>Affinity Rooms Networking</b></p> <p><b>Available Affinity Rooms:</b></p> <ul style="list-style-type: none"> <li>• I am a Women of Color &amp; Allies</li> <li>• I am a Black Woman &amp; Allies</li> <li>• I am a Latinx Women &amp; Allies</li> <li>• I am an Asian Women &amp; Allies</li> <li>• I am a Male Ally</li> <li>• I am LGBTQ+ &amp; Allies</li> <li>• I am NEW Gen &amp; Allies</li> <li>• I am a New Leader</li> <li>• I am Writing My Next Chapter</li> <li>• I am Driving Inclusion</li> <li>• I am a Tech Innovator</li> </ul>	<p>Attendees will have 35-minutes of networking time to connect with industry peers and colleagues inside chosen Affinity Rooms after lunch on Day 2. Sponsor will be recognized on the Summit website, as well as by the emcee during the conference. Sponsor will be mentioned by the moderator inside the room they are sponsoring. Sponsor to also choose a representative to kick off the conversation with a short talk relevant to the room and help moderate the conversation in their Affinity Room. A great opportunity to boost visibility of ERGs. Representative will the opportunity to have their headshot and title under Affinity Room in the agenda.</p>	1 (per room sponsored)	\$5,000 each or 2 for \$9,000
<p><b>Pet Power Up Break</b></p>	<p>During this break, attendees will be encouraged to share photos of their pets or bring them along. Sponsor will receive exposure as a sponsor on the Summit website, as well as by the emcee during the conference.</p> <p>Their logo will also be displayed during the 10-minute break.</p>	1	\$2,000
<p><b>Networking Breakfast Sponsor</b></p> <p>Day 2  </p> <p>Day 3</p>	<p>Two 30-minute networking opportunities. Sponsor will receive exposure as a sponsor on the Summit website, as well as by the emcee during the conference, and their logo will be displayed during their sponsored breakfast.</p>	3	\$10,000 each

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Opportunity	Description	Complimentary Summit Registrations	Investment
<p><b>Lunch Break Sponsors:</b></p> <ul style="list-style-type: none"> <li>• <b>Day 2: The Art of Collaboration</b></li> <li>• <b>Day 3: Lunch &amp; Entertainment: Spirit of a Woman</b></li> </ul>	<p>Sponsor will be recognized on the Summit website, as well as by the emcee during the conference. Their logo will be displayed onscreen during the lunch. Sponsor may also provide a digital coupon to attendees.</p>	3	\$10,000 each
<p><b>Invite Only C-Suite Retreat</b></p>	<p>Attendees will have 30 minutes of networking time to connect with industry peers and colleagues. Sponsor will be recognized on the Summit website, as well as by the emcee during the conference. They will also receive 1 complimentary invitation for a c-suite individual of their choosing.</p>	1	\$5,000
<p><b>Virtual Vendor Store Sponsor (Only 20 available)</b></p>	<p>Up to 20 participants will have the opportunity for a “booth” inside the virtual store where they may feature items, link to their product’s website, and gain exposure to this exclusive audience.</p>	N/A	\$1,000

# 2021 Leadership Summit Exclusive Sponsorship Opportunities

## 20th Anniversary Event

Opportunity	Description	Complimentary Summit Registrations	Investment
<b>Presenting Sponsor (one available)</b> 	Presenting Sponsor receives largest presence on the 20th Anniversary page as well as all the sponsorship benefits of the Evolved Sponsor Showcase page, plus recognition by the emcee during the 20th Anniversary Celebration and the Summit.	6	\$20,000
<b>Fun Break Trivia Sponsor</b> 	Fun 10-minute break featuring NEW Trivia where everyone can be a contestant and show their knowledge of NEW past and present! Prizes will be awarded. Sponsor will be recognized on the Summit website, as well as by the emcee during the conference, and have visibility during the Trivia Break.	1	\$5,000
<b>Award Sponsors</b> <ul style="list-style-type: none"> <li>• Powering the Purpose</li> <li>• Powering the Pivot</li> <li>• Powering the People</li> <li>• Powering the Partnership</li> <li>• Men as Allies</li> <li>• Kristine P...</li> <li>• IMP...</li> <li>• A...</li> </ul>  	Each award sponsor: <ul style="list-style-type: none"> <li>• Will have their company logo displayed on all messaging related to the specific award</li> <li>• Will be recognized on the Summit website.</li> <li>• Will be mentioned by the Emcee during the 20th Anniversary event, as well as during the award giveaway as the award sponsor.</li> </ul>	1 (per Award sponsored)	\$5,000 per award  \$25,000 for all 7 awards