



# IMPACT!

Empowering the women leaders in our regions to shift from wondering “Can I make a difference?” to boldly declaring “I already am.”

*Impact isn't about where you sit — it's about how you show up and spark progress wherever you stand.*

**Bay Path University's** Women's Leadership Conference (WLC) is the region's premiere women's leadership event, bringing a full day of professional development, personal enrichment, and valuable networking opportunities to more than 30,000 attendees. A WLC Sponsorship puts **corporate social responsibility** principles into action, helps us bring incredible **women leaders to our community**, and promotes your ongoing investment in developing our local workforce.

## IMPACT | \$25,000

### TABLES AND SEATS

- Three tables (30 seats) complimentary admissions/seats for conference with priority table placement
- Up to five additional tables (50 seats) at a special price of \$200 per seat (\$375 retail) with priority table placement

### SPOTLIGHT PRESENTATION

- Present the 2025 Nonprofit Spotlight Award to the nominated local nonprofit business

### PROMOTIONAL OPPORTUNITIES

- Company logo on promotional billboards and media
- Stand-alone sponsor profile in email newsletter
- Designated follow up email to attendees
- Two social media posts
- Full page program ad
- Logo on gift bag + product placement
- Exhibitor package with priority placement

“An event not to be missed in the Western MA area. It is so empowering and folks come away feeling that it was well worth attending. Everyone should have the chance to experience such an uplifting event.”  
-WLC ATTENDEE”

## PLATINUM | \$20,000

### TABLES AND SEATS

- Two tables (20 seats) complimentary admissions/seats for conference with priority table placement
- Up to four additional tables (40 seats) at a special price of \$225 per seat (\$375 retail) with priority table placement

### PROMOTIONAL OPPORTUNITIES

- Company logo on promotional media
- Stand-alone sponsor profile in email newsletter
- Designated follow up email to attendees
- Two social media posts
- Full page program ad
- Logo on gift bag + product placement
- Exhibitor package with priority placement

“We learn and hear so much in just a few hours. **What many professional development courses take months to cover, we receive in just one day!**”  
-WLC ATTENDEE”

## GOLD | \$15,000

### TABLES AND SEATS

- One table (10 seats) complimentary admissions/seats for conference
- Up to three additional tables (30 seats) at a special price of \$250 per seat (\$375 retail)

### PROMOTIONAL OPPORTUNITIES

- Company logo on promotional media
- Stand-alone sponsor profile in email newsletter
- Designated follow up email to attendees
- One social media post
- Full page program ad
- Logo on gift bag + product placement
- Exhibitor package

**TO SECURE YOUR SPONSORSHIP, OR FOR ADDITIONAL INFORMATION, PLEASE SCAN THE QR CODE OR CONTACT:**

MELISSA WELCH | WLC@BAYPATH.EDU | 413.565.1403 | BAYPATH.EDU/WLC

## SILVER | \$10,000

### TABLES AND SEATS

- 5 complimentary admissions/seats for conference
- Up to two additional tables (20 seats) at a special price of \$275 per seat (\$375 retail)

### PROMOTIONAL OPPORTUNITIES

- Company name on promotional media
- Shared sponsor profile in email newsletter
- One social media post
- Half page program ad
- Gift bag product placement
- Exhibitor package

## BRONZE | \$5,000

### TABLES AND SEATS

- 3 complimentary admissions/seats for conference
- Up to one additional table (10 seats) at a special price of \$300 per seat (\$375 retail)

### PROMOTIONAL OPPORTUNITIES

- Company name on promotional media
- Shared sponsor profile in email newsletter
- One social media post
- Half page program ad
- Gift bag product placement
- Exhibitor package

## SUPPORTER | \$1,500

### TABLES AND SEATS

- 2 complimentary admissions/seats for conference
- Up to eight additional seats at a special price of \$325 per seat (\$375 retail)

### PROMOTIONAL OPPORTUNITIES

- Company name on promotional media
- Quarter page program ad

## SPONSORSHIP ADD ONS

*Take your support – and your sponsorship package – to the next level.*

### COFFEE BREAK SPONSOR | \$3,000

Perk up conference attendees by sponsoring a coffee break! Sponsorship includes one shopping break coffee station with company logo and messaging.

### IMPACT LOUNGE SPONSOR | \$7,500

Amplify conference attendees while they recharge themselves and their devices! Sponsorship includes company and logo and messaging on second floor lounge, complete with charging stations.

### SPONSOR A STUDENT OR COMMUNITY MEMBER | \$250

Sponsor a Bay Path student or member of the greater Springfield professional community to attend the WLC as a guest on your company's behalf.

### GIFT BAG PLACEMENT | \$250

Place a product or information card in the WLC Attendee Gift Bag.

### EXHIBITOR PACKAGE | \$500

Add an exhibitor space package of a 6' draped table, two chairs, and boxed lunch for two staff members.

### HAVE SOMETHING ELSE IN MIND?

Custom sponsorships are available!

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### DID YOU KNOW?

Now in its 29th year, the WLC has featured over 185 prominent speakers, including Barbara Walters, Dr. Maya Angelou, Dr. Madeleine Albright, Queen Latifah, Lena Waithe, Rita Moreno, Tyra Banks, Robin Roberts, Hoda Kotb, and Barbara Corcoran.



You leave feeling **empowered, stronger, confident** in what you need to do to get where you are going.

-WLC  
ATTENDEE



### NOT READY TO SPONSOR BUT WANT TO PURCHASE A TABLE FOR YOUR TEAM TO ATTEND?

For registration details and to view our special rates for full tables of ten, please visit [baypath.edu/wlc](http://baypath.edu/wlc) and click **Tables of 10**.

**TO SPONSOR,**  
[click here](#)  
or scan the QR Code





# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVEL

- ☐ **IMPACT** | \$25,000
- ☐ **PLATINUM** | \$20,000
- ☐ **GOLD** | \$15,000
- ☐ **SILVER** | \$10,000
- ☐ **BRONZE** | \$5,000
- ☐ **SUPPORTER** | \$1,500
- ☐ **OTHER**

## SPONSORSHIP ADD ONS

*Limited quantities available! Please confirm availability prior to selecting.*

- ☐ **COFFEE BREAK SPONSOR** | \$3,000
- ☐ **IMPACT LOUNGE SPONSOR** | \$7,500
- ☐ **SPONSOR A STUDENT OR COMMUNITY MEMBER** | \$250
- ☐ **GIFT BAG PLACEMENT** | \$250
- ☐ **EXHIBITOR PACKAGE** | \$500

ENCLOSED IS MY CHECK IN THE AMOUNT OF \$ \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

ADDRESS/CITY/STATE/ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

***Thank you for your support!***

*Please mail your payment as soon as possible to take advantage of all of your sponsorship opportunities.*

Please make check payable to:  
Bay Path University

Please include WLC 2026 in the memo line and include this form with your payment.

Please mail check to:  
Bay Path University  
Attention: Accounts Receivable  
588 Longmeadow Street  
Longmeadow, MA 01106