WLC
WOMEN'S LEADERSHIP CONFERENCE
BAY PATH UNIVERSITY



Momentum

BAY PATH UNIVERSITY'S
2027 WOMEN'S LEADERSHIP CONFERENCE

Celebrating **30 Years** of Advancing Women in Leadership

April 8, 2027
MassMutual Center | Springfield, MA

Thirty years is more than a milestone. It's a testament to what organizations can accomplish when they invest in women leaders.

As we celebrate the 30th anniversary of WLC, we're reflecting on the incredible community that has made this event possible for three decades—and looking ahead to the momentum we'll create together in the years to come.

Every year, more than 1,600 professionals gather to learn, connect, and return to their organizations with new ideas, stronger networks, and renewed confidence. That experience is made possible through the partnership of organizations that believe investing in women strengthens workplaces, communities, and our region.

Inside this guide, you'll discover the many ways your organization can partner with WLC. Whether your goal is investing in employees, elevating your brand, building meaningful relationships, or demonstrating your commitment to advancing women in leadership, we hope you'll find an opportunity that aligns with your vision.

If you'd like to explore ideas beyond what's included here, we'd welcome the opportunity to create a partnership tailored to your organization. We'd love to start that conversation.

Thank you for considering a partnership with the Women's Leadership Conference during this milestone year. We hope you'll join us as we celebrate 30 years of impact—and build momentum for what comes next.

With gratitude,



Questions?

We'd Love to Connect

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JOIN THE *Movement.*

For 30 years, Bay Path University's Women's Leadership Conference has inspired women to lead with confidence, purpose, and impact.

What began as a local leadership event has grown into one of the region's premier conferences for professional women, bringing together executives, emerging leaders, entrepreneurs, educators, nonprofit professionals, and students for a day of learning, connection, and momentum.

As we celebrate our 30th anniversary, we invite organizations that believe investing in women strengthens organizations, communities, and the future workforce to join us.

When you sponsor WLC, you're doing more than supporting a conference. You're helping move thousands of women—and the organizations they serve—forward.

WLC BY THE NUMBERS

30 *years*
of building women leaders in our community

1,600
attendees each year.

SOLD OUT
conference attendance

185 +
national speakers

over **35,000**
lives impacted since 1995

98%
of survey respondents would recommend WLC to others

WLC WOMEN'S LEADERSHIP CONFERENCE BAY PATH UNIVERSITY

baypath.edu/wlc | wlc@baypath.edu

WHY PARTNER WITH THE WLC?

INVEST IN YOUR PEOPLE

Reward. Recognize. Inspire.

Whether you're recognizing outstanding employees, investing in emerging talent, entertaining clients, or bringing an entire team together for a day of inspiration and connection, a WLC sponsorship is an investment in your people. Sponsorship packages include reserved conference tables, VIP reception access, and opportunities to create a memorable shared experience for your organization.



ELEVATE YOUR BRAND

Be Seen. Remembered. Trusted.

Align your organization with one of New England's premier women's leadership events. Through year-round visibility—including digital marketing, event signage, program recognition, social media, and on-site branding—your organization will be recognized as a champion of women in leadership.



BUILD MEANINGFUL CONNECTIONS

Meet. Connect. Grow.

Connect with professionals from corporations, healthcare, education, government, nonprofit organizations, and entrepreneurship. From exhibiting at the conference to networking at the VIP Reception, your sponsorship creates opportunities to build relationships that extend well beyond conference day.



CHAMPION COMMUNITY LEADERS

Support. Strengthen. Empower.

Demonstrate your organization's commitment to advancing women in leadership while investing in the future of our region. Your sponsorship supports professional development, strengthens workplaces, and helps create opportunities for women at every stage of their careers.

BRING YOUR *people.*
BUILD YOUR *network.*
DEMONSTRATE YOUR *commitment*

Before exploring our partnership opportunities, experience the energy, connection, and inspiration that define the Women's Leadership Conference.



HIGHLIGHTS FROM THE 2026 WLC

HOW TO WATCH THE VIDEO:

VIEWING THIS PDF ONLINE?
Click the image to the left.

VIEWING THIS PDF IN PRINT?
Scan the QR code below.

WHAT WLC ATTENDEES ARE *saying*

"I'd recommend WLC because **it leaves you feeling seen, inspired, and confident**—and equipped with tools and perspectives you can immediately apply to your life and leadership."

-2026 WLC Attendee

"At this conference, women had **1,600 cheerleaders**.

-2025 WLC Attendee

"I walked away with **pages of notes and ideas** I couldn't wait to put into practice"

-2026 WLC Attendee

"It's an amazing opportunity to come together with a large group of women from various backgrounds, careers, and levels of leadership experience—and **we all come away with life-changing information.**"

-2026 WLC Attendee

"The **networking and conversations** between sessions were just as valuable as the speakers.

-2025 WLC Attendee

SPONSORSHIP LEVELS

Organizations partner with the Women's Leadership Conference for many reasons, from investing in employees and strengthening client relationships to increasing brand visibility and demonstrating a commitment to advancing women in leadership.

As we celebrate 30 years of the Women's Leadership Conference, we've enhanced our sponsorship program to help our partners invest even more deeply in their teams and their communities. Our sponsorship opportunities are organized into three partnership levels, making it easy to identify the experience that best aligns with your organization's goals.

PREMIER SPONSORS

30th Anniversary Presenting Sponsor | Momentum Partner

Our highest level of partnership is designed for organizations seeking maximum visibility, meaningful engagement, and a lasting impact. Premier Partners receive the conference's highest level of recognition while investing in their people, elevating their brand, and demonstrating a deep commitment to advancing women in leadership.

SIGNATURE SPONSORS

Platinum | Gold | Silver | Bronze

Designed for organizations looking to make a significant investment in the Women's Leadership Conference, Signature Sponsors enjoy valuable brand visibility, networking opportunities, and memorable experiences for employees and clients while supporting one of the region's premier professional development events.

COMMUNITY PARTNERS

Champion | Community Partner | Supporter

Whether you're supporting WLC for the first time or looking for a meaningful way to demonstrate your commitment to women in leadership, Community Partnerships offer accessible opportunities to engage with the conference, invest in your people, and become part of a community dedicated to empowering women.

PREMIER SPONSORS

30TH ANNIVERSARY PRESENTING SPONSOR | $30,000

Lead What's Next.

Tables & Seats

- Four reserved tables (40 conference registrations)
- Up to five additional tables at presenting sponsor pricing pf $200/seat ($375 retail)
- Premier seating location
- Five VIP Reception tickets

Recognition & Visibility

- Exclusive "30th Anniversary Presenting Sponsor" recognition
- Logo on print and digital billboards
- Premier logo placement on all conference marketing materials
- Premier logo placement on conference website
- Logo on attendee gift bag
- Recognition during opening and closing remarks
- Spotlight Award presentation opportunity
- Recognition on conference signage and sponsor recognition displays
- Attendee photo on stage

Marketing Benefits

- Two dedicated sponsor spotlight emails
- Two dedicated social media spotlights
- Full-page program advertisement
- Exhibitor package with premium exhibitor location

MOMENTUM PARTNER | $25,000

Move the Region.

Tables & Seats

- Three reserved tables (30 registrations)
- Up to four additional tables at Momentum sponsor pricing of $225/seat ($375 retail)
- Premier seating
- Four VIP Reception Tickets

Recognition & Visibility

- Premier logo placement on conference materials
- Logo on conference website
- Logo on attendee gift bag
- Recognition during opening remarks
- Recognition on sponsor signage
- Attendee photo on stage

Marketing Benefits

- Dedicated sponsor spotlight email
- Featured sponsor profile in conference newsletter
- Two social media posts
- Full-page program advertisement
- Exhibitor package with premium exhibitor location

SIGNATURE SPONSORS

PLATINUM SPONSOR | $20,000

Inspire Leadership.

Tables & Seats

- Three reserved tables (30 registrations)
- Up to three additional tables at Platinum sponsor pricing of $250/seat ($375 retail)
- Four VIP Reception Tickets

Recognition & Visibility

- Logo on conference marketing materials
- Logo on conference website
- Sponsor recognition signage
- Logo on attendee gift bag
- Attendee photo on stage

Marketing Benefits

- Featured sponsor profile in conference newsletter
- One dedicated social media spotlight
- Full-page program advertisement
- Exhibitor package with priority exhibitor location

GOLD SPONSOR | $15,000

Accelerate Growth.

Tables & Seats

- Two reserved tables (20 registrations)
- Up to two additional tables at Gold sponsor pricing of $275/seat ($375 retail)
- Three VIP Reception Tickets

Recognition & Visibility

- Logo on promotional materials
- Logo on conference website
- Logo on attendee gift bag

Marketing Benefits

- Shared sponsor profile in conference newsletter
- One social media post
- Full-page program advertisement
- Exhibitor package with priority exhibitor location

SILVER SPONSOR | $10,000

Build Connections.

Tables & Seats

- Two reserved tables (20 registrations)
- Up to one additional tables at Silver sponsor pricing of $300/seat ($375 retail)
- Two VIP Reception Tickets

Recognition & Visibility

- Company logo on conference promotional materials
- Logo on conference website

Marketing Benefits

- Shared sponsor profile in conference newsletter
- One social media post
- Half-page program advertisement
- Gift bag product placement
- Exhibitor package with standard exhibitor location

BRONZE SPONSOR | $7,500

Support Opportunity.

Tables & Seats

- One reserved table (10 registrations)
- Up to one additional table at Bronze sponsor pricing of $325/seat ($375 retail)
- One VIP Reception Ticket

Recognition & Visibility

- Company logo on conference website
- Logo included in sponsor recognition displays

Marketing Benefits

- Shared sponsor profile in conference newsletter
- One social media post
- Half-page program advertisement
- Gift bag product placement
- Exhibitor package with standard exhibitor location

COMMUNITY PARTNERS

CHAMPION SPONSOR | $5,000

Fuel Progress.

Tables & Seats

- Five conference registrations
- Ability to purchase 5 additional seats for a full table and one additional table at Champion sponsor pricing of $350/seat ($375 retail)

Recognition & Visibility

- Company logo on conference website
- Recognition on sponsor displays

Marketing Benefits

- Sponsor listing in conference newsletter
- Quarter-page program advertisement
- Gift bag product placement
- Exhibitor package

COMMUNITY PARTNER | $2,500

Invest Locally.

Tables & Seats

- Two conference registrations
- Ability to purchase 8 additional seats for a full table at Community Partner sponsor pricing of $350/seat ($375 retail)

Recognition & Visibility

- Company logo on conference website
- Recognition on sponsor display

Marketing Benefits

- Company listing in conference program
- Quarter-page program advertisement

SUPPORTER | $1,500

Be Part of the Movement.

Tables & Seats

- Two conference registrations

Recognition & Visibility

- Company logo on conference website
- Recognition on sponsor display

Marketing Benefits

- Company listing in conference program

ADDITIONAL SPONSORHIP OPPORTUNITIES

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.

**Two sponosrships opportunities available*

NETWORKING RECHARGE LOUNGE SPONSOR | $7,500

Engage conference attendees while they recharge themselves! Sponsorship includes the company logo and messaging on the second-floor lounge.

** One sponosrship opportunity available*

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 | $525

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

PRINT PROGRAM ADVERTISEMENTS

Showcase your organization with a full-color advertisement in the official Women's Leadership Conference program, distributed to more than 1,600 attendees and referenced throughout the day.

FULL PAGE | $625

8"W X 10"H

HALF PAGE | $325

8" W X 5" H

QUARTER PAGE | $175

4"W X 5" H

AT-A-GLANCE COMPARISON

Explore the full range of WLC sponsorship opportunities in one place. From Premier Partners to Community Partnerships, this overview highlights the key benefits of each level, making it easy to identify the partnership that best aligns with your organization's goals and investment.

	30TH PRESENTING $30,000	MOMENTUM $25,000	PLATINUM $20,000	GOLD $15,000	SILVER $10,000	BRONZE $7,500	CHAMPION $5,000	COMMUNITY $2,500	SUPPORTER $1,500
Complimentary Tables	4	3	3	2	2	1	5 seats	2 seats	2 seats
Table Placement	Premier	Premier	Priority	Priority	Standard	Standard	-	-	-
VIP Reception Tickets	5	4	4	3	2	1	-	-	-
Additional Seat Cost	Up to 50 additional seats $200	Up to 50 additional seats $225	Up to 40 additional seats $250	Up to 30 additional seats $275	Up to 20 additional seats $300	Up to 20 additional tables $325	Up to 15 additional tables $350	Up to 8 additional tables $350	-
Exhibitor Package	Premier	Premier	Priority	Priority	Standard	Standard	-	-	-
Newsletter Spotlight	2	1	1	Shared	Shared	-	-	-	-
Social Media Feature	2	1	1	1	1	-	-	-	-
Program Ad	Full Page	Full Page	Full Page	Full Page	½ Page	½ Page	¼ Page	¼ Page	-
Logo on Attendee Bag	Logo	Logo	Logo	Logo	-	-	-	-	-
Product in Attendee Bag	Yes	Yes	Yes	Yes	Yes	Yes	-	-	-
Website Recognition	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo

RETAIL PRICING:
Individual Seat | $375
Table of Ten | $3,750

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL

- ☐ **30TH ANNIVERSARY** | $30,000
- ☐ **MOMENTUM** | $25,000
- ☐ **PLATINUM** | $20,000
- ☐ **GOLD** | $15,000
- ☐ **SILVER** | $10,000
- ☐ **BRONZE** | $7,500
- ☐ **CHAMPION** | $5,000
- ☐ **COMMUNITY** | $2,500
- ☐ **SUPPORTER** | $1,500
- ☐ **OTHER** _____

STANDALONE AD

Program ad purchase without a sponsorship package. All ads are full color.

- ☐ **FULL PAGE** 8”W X 10”H | $625
- ☐ **HALF PAGE** 8”W X 5”H | $325
- ☐ **QUARTER PAGE** 4”W X 5”H | $175

ADDITIONAL SEATS

Please see prior page for additional seat cost and limit based on sponsorship level.

- ☐ _____

SPONSORSHIP ADD ONS

Limited quantities available! Please confirm availability prior to selecting.

- ☐ **COFFEE BREAK SPONSOR** | $3,000
- ☐ **RECHARGE LOUNGE SPONSOR** | $7,500
- ☐ **SPONSOR A STUDENT OR COMMUNITY MEMBER** | $250
- ☐ **GIFT BAG PLACEMENT** | $250
- ☐ **EXHIBITOR PACKAGE** | $525

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.

PAY ONLINE: please pay here.
PAY BY CHECK: Please make check payable to: Bay Path University. Please include WLC 2027in 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