



# BREAK THROUGH

EMPOWERING THE WOMEN LEADERS IN OUR COMMUNITY TO **BREAK THROUGH** WHAT'S HOLDING THEM BACK.

**Bay Path University's** Women's Leadership Conference (WLC) is the region's premiere women's leadership event for professional and personal networking and enrichment. A WLC Sponsorship puts **corporate social responsibility principles** into action, brings incredible **women leaders to speak**, and offers **leadership development opportunities** for your employees and community members.

## BREAK THROUGH | \$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 (\$350 retail) with priority table placement

### SPOTLIGHT PRESENTATION

- Present the 2024 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

“This conference is so **motivational, inspiring, and educational**. I've attended twice and each time I gain so many skills and so much information that I can put into **practice in my daily work** (and sometimes home) life.”  
-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 (\$350 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

“Where else can you be with 1,600 upbeat women who care about their **careers**, their **employers**, their families and their **communities**? What's better than that?”  
-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 (\$350 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 \$250 per seat (\$350 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 \$250 per seat (\$350 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 \$250 per seat (\$350 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.

### BREAK THROUGH LOUNGE SPONSOR | \$7,500

Reignite 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.

### DID YOU KNOW?

Now in it's 27th year, the WLC has featured over 180 prominent speakers, including Barbara Walters, Dr. Maya Angelou, Dr. Madeleine Albright, Queen Latifah, Lena Waithe, Rita Moreno, Tyra Banks, and Robin Roberts.

“

It empowers women through using their voice, and giving us tools to become **better leaders.**

-WLC ATTENDEE

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### 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.**

### HAVE SOMETHING ELSE IN MIND?

Custom sponsorships are available!

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