

# She Runs It.



2017 / 2018  
Sponsorship & Partnership Opportunities

# Who We Are

Founded in 1912 as AWNY, She Runs It passionately pursues a mission to pave the way for more women to lead at every level of marketing and media.

Membership now stands at over 2,500 individuals and ranges from senior level executives to those just beginning their careers.

Corporations are also forging alliances with She Runs It to ensure that all employees have access to our programs.

# 2017-2018 Programming Calendar

## June

- New Member Meeting
- 6-Month Mentoring Kickoff
- VIP Silent Auction

## July

- Chicago 6-Month Mentoring Kickoff
- Woman of the Year (Jul 13) Gotham Hall
- Chicago Mastering Leadership
- C-Suite Meet

## August

- Women-to-Watch Luncheon (Aug 3) Cipriani
- Night of Networking
- Chicago C-Suite Meet
- Gaining Ground

## September

- GenNext Awards
- Chicago C-Suite Meet/Gaining Ground
- Leadership Breakfast
- Media Insights Breakfast

## October

- New Member Meeting
- Chicago New Member Meeting
- Night of Networking
- Chicago What's Hot in Media
- Mastering Leadership

## November

- C-Suite Meet
- Impact Awards

## December

- Member Holiday Meeting
- Chicago Holiday Party

## January

- Mentoring Kickoff
- Night of Networking – exercise class

## February

- New Member Meeting
- Advertising Working Moms of the Year (Feb. 22) Cipriani 42<sup>nd</sup>

## March

- Young Executives Panel
- Night of Networking
- Roast of Linda Yaccarino (Mar 29) Gotham Hall
- Roast After-Party

## April

- NYC Mastering Leadership
- What's Hot in Media
- Changing the Game Awards (Apr 18) Gotham Hall

## May

- Member Meeting
- Multicultural Bootcamp
- Night of Networking Unplugged

### Legend:

Leadership Development

Thought Leadership

Celebrating Executive Achievement / Awards

Networking

# Signature Awards Events

Our annual signature awards honor women who have achieved outstanding business results and serve as strong role models and mentors at work, home and within their communities. Audiences are C-level, VP and Directors from leading brands, agencies, publishers and technology companies.

Event	Date & Time	Venue	Attendees	Presenting Sponsor	Title Sponsor	Cocktail Networking Sponsor	Other
<b>52<sup>nd</sup> Annual Woman of the Year</b> Our most prestigious award given to an honoree who has reached a unique standard of achievement in her career and in how she gives back to her community	July 13 6:00-9:00pm	Gotham Hall	350+	<b>\$50,000</b> <i>(1 available, 1 sold to Facebook)</i>	<b>\$30,000</b> <i>(2 available)</i>	<b>\$15,000</b> <i>(2 available)</i>	VIP After Party: <b>\$12,500</b> <i>(1 sold to OpenX, 2 available)</i>  Wifi: <b>\$8,000</b>
<b>GenNext Awards</b> Celebrates rising female leaders in marketing and media	Sept 12 6:00-9:00pm	Forbes	150+	<b>\$10,000</b> <i>(2 available)</i>	<b>\$5,000</b> <i>(2 available)</i>	N/A	N/A
<b>Women to Watch</b> In partnership with AdAge celebrating some of the year's most intriguing women in marketing and media	Aug 3 11:30-2:00pm	Cipriani 42 <sup>nd</sup>	650+ in attendance 20 honorees	<i>Sold by Adage</i>	<i>Sold by Adage</i>	<i>Sold by Adage</i>	<i>Sold by Adage</i>

# Signature Awards Events

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Event	Date & Time	Venue	Attendees	Presenting Sponsor	Title Sponsor	Cocktail Networking Sponsor	Other
<b>Impact Awards</b> Celebrating industry executives honoring a special mentor in their lives	November 2017	AppNexus	250+	<b>\$15,000</b> <i>(2 available)</i>	<b>\$10,000</b> <i>(2 available)</i>	<b>\$7,500</b> <i>(2 available)</i>	N/A
<b>Working Mothers of the Year</b> Celebrates working mothers industry who have succeeded in both balancing work and family, serve as positive role models and mentors, and distinguish themselves in their communities	Feb 2018	Cipriani 42 <sup>nd</sup>	500+ in attendance, 18 honorees	<b>\$30,000</b> <i>(2 available)</i>	<b>\$15,000</b> <i>(2 available)</i>	<b>\$10,000</b> <i>(2 available)</i>	VIP Roundtable Breakfast: <b>\$10,000</b>  Wifi: <b>\$13,500</b>
<b>Annual Roast</b> Celebrates a leading female luminary in marketing and media along with industry leaders who share comical stories and heartfelt praise	March 2018	Gotham Hall	350+	<b>\$40,000</b> <i>(2 available)</i>	<b>\$25,000</b> <i>(2 available)</i>	<b>\$15,000</b> <i>(2 available)</i>	VIP After Party: <b>\$12,500</b> <i>(2 available)</i>  Wifi: <b>\$10,000</b>
<b>Changing the Game Awards</b> Celebrates women within the industry who are true catalysts of innovation fearlessly making bold moves and reinventing the rules of marketing to transform their brands, their organizations and those of their clients.	April 2018	Gotham Hall	300+ in attendance, 18 honorees	<b>\$35,000</b> <i>(2 available)</i>	<b>\$15,000</b> <i>(2 available)</i>	<b>\$10,000</b> <i>(2 available)</i>	Wifi: <b>\$8,000</b>

# Signature Awards Events Sponsorships by Level

## **Presenting Sponsor:**

- 2-3 minute speaking role as a presenting sponsor at the ceremony
- Table of ten (10) with priority location
- 10 passes for sponsor executives or clients to exclusive invitation only after party reception (Roast and Woman of the Year only)
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue, social media, presentation slides, and any additional event communications
- One (1) giveaway or collateral distribution/seat drop on all attendees chairs
- Acknowledged as sponsor on stage

## **Title Sponsor:**

- Table of ten (10) in a premium location at the event
- 10 passes for sponsor executives or clients to exclusive invitation only after party reception (Roast and Woman of the Year only)
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue, social media, presentation slides, and any additional event communications
- One (1) giveaway or collateral distribution/seat drop on all attendees chairs
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*

# Signature Awards Events

## Sponsorship by Level

### **Cocktail Networking Sponsor:**

- Table of ten (10) in a premium location at the event
- 10 passes for sponsor executives or clients to exclusive invitation only after party reception (Roast and Woman of the Year only)
- Badges that recognize Partner as a sponsor
- Logo placement in signage at the venue, event program and social media
- One branded item distributed during cocktail hour (cocktail napkins or stirrers, etc.)
- Custom signature cocktail to be served during cocktail hour
- Acknowledged as sponsor on stage

### **VIP After Party Sponsor:**

- Table of ten (10) in a premium location at the event
- 10 passes for sponsor executives or clients to exclusive invitation only after party reception (Roast and Woman of the Year only)
- Badges that recognize Partner as a sponsor
- Logo placement in VIP after party e-vite, event program, social media and signage at the after party venue
- One (1) giveaway or collateral to be distributed at after party to all attendees
- One branded item distributed during after party (cocktail napkins or stirrers, etc.)
- Custom signature cocktail to be served during after party
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*

# Signature Awards Events

## Sponsorship by Level

### **Wifi Sponsor:**

- Table of ten (10) in a premium location at the event
- Badges that recognize Partner as a sponsor
- Logo placement in signage at the venue, event program and social media
- Password is company's name
- Custom branded tent cards
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*



# Thought Leadership Events

Our annual thought leadership events are panel discussion highlighting industry trends and insights from top executives in media and marketing. Audiences are C-level and mid-level from leading brands, agencies, publishers and technology companies.

Event	Date & Time	Venue	Attendees	Presenting Sponsor	Title Sponsor	Other
<b>Media Insights Breakfast - NY</b> A discussion highlighting current industry trends and insights during Advertising Week	Sept 2017	NY Times	150-200+	<b>\$20,000</b> <i>(1 sold to Twitter, 1 available)</i>	<b>\$12,500</b> <i>(1 sold to Teads, 1 available)</i>	Breakfast & Networking: <b>\$7,500</b>  Wifi: <b>\$5,000</b> (sold to Centro)
<b>What's Hot in Media - Chicago</b> A dynamic half day of discussions unveiling upcoming trends and insights of the year	October 2018	TBD	150-200+	<b>\$20,000</b> <i>(2 available)</i>	<b>\$12,500</b>	Cocktail Networking: <i>\$10,000</i>  <i>Photo Booth:</i> <i>\$10,000</i>  <i>Lunch:</i> <i>\$7,500</i>  <i>Charging Station:</i> <i>\$6,000</i>  <i>Gift Bag:</i> <i>\$5,000</i>  <i>Branded Giveaway:</i> <i>\$2,500</i>

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Event	Date & Time	Venue	Attendees	Presenting Sponsor	Title Sponsor	Other
<b>What's Hot in Media - NY</b> A dynamic half day of discussions unveiling upcoming trends and insights of the year	April 2018	TBD	150-200+	<b>\$20,000</b> <i>(2 available)</i>	<b>\$12,500</b>	Cocktail Networking: \$10,000  Photo Booth: \$10,000  Lunch: \$7,500  Charging Station: \$6,000  Gift Bag: \$5,000  Branded Giveaway: \$2,500

# Thought Leadership Events Sponsorship by Level

## **Presenting Sponsor:**

- 2-3 minute speaking role as a presenting sponsor at the event
- Complimentary passes with priority seating
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue, social media, event program, presentation slides and any additional event communications
- One (1) giveaway or collateral distribution/seat drop for all attendees
- Acknowledged as sponsor on stage

## **Title Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue, social media, presentation slides and any additional event communications
- Acknowledged as sponsor on stage
- One (1) giveaway or collateral distribution/seat drop on all attendees chairs
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*

# Thought Leadership Events Sponsorship by Level

## **Cocktail Networking Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue and social media
- One (1) branded item distributed during cocktail hour (cocktail napkins or stirrers, etc.)
- Custom signature cocktail to be served during cocktail hour
- Acknowledged as sponsor on stage

## **Lunch Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue and social media
- One (1) branded lunch item for all attendees
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*

# Thought Leadership Events Sponsorship by Level

## **Breakfast & Networking Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, signage at the venue and social media
- One (1) branded item to display in breakfast area (i.e. cocktail napkins or stirrers)
- Acknowledged as sponsor on stage

## **Photo Booth Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in signage at the venue and social media
- Photos inside booth branded with company's logo
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*

# Thought Leadership Events Sponsorship by Level

## **Charging Station Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in signage at the venue and social media
- Charging station branded with company's logo
- Acknowledged as sponsor on stage

## **Wifi Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in signage at the venue, social media, and event program
- Password is company's name
- Custom branded tent cards
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*

# Thought Leadership Events Sponsorship by Level

## **Gift Bag Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in signage at the venue and social media
- Gift bag branded with company's logo for all attendees
- Acknowledged as sponsor on stage

## **Gift Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in signage at the venue and social media
- One (1) giveaway or collateral distribution/seat drop on all attendees chairs or gift bags
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*

# Leadership Development Events

Our annual leadership development events range from spotlight interviews, interactive workshops, full day sessions and panel discussions highlighting the career journeys and strategies of successful and influential female executives in media and marketing. Audiences are mid-level to young executives from leading brands, agencies, publishers and technology companies.

Event	Date & Time	Venue	Attendees	Presenting Sponsor	Title Sponsor	Other
<p><b>VIP Silent Auction</b> An evening of bidding for exclusive face time with powerful senior level executives geared towards Young Executives</p>	June 28	Refinery29	50-75	N/A	<p><b>\$5,000</b> (2 available)</p>	<p>Bidding App: <b>\$3,500</b></p> <p>Supporting: <b>\$2,500</b></p>
<p><b>Mastering Leadership - Chicago</b> A dynamic half day of sessions highlighting signature research on accelerating the path to leadership for women featuring the best of She Runs It's professional development</p>	July 19	Edelman	75-100	<p><b>\$10,000</b> (2 available)</p>	<p><b>\$5,000</b> (2 available)</p>	N/A
<p><b>VIP Silent Auction - Chicago</b> An evening of bidding for exclusive face time with powerful senior level executives geared towards Young Executives</p>	Sept 14	TBD	50-75	N/A	<p><b>\$5,000</b> (2 available)</p>	<p>Bidding App: <b>\$3,500</b></p> <p>Supporting: <b>\$2,500</b></p>



# Leadership Development Events

Our annual leadership development events range from spotlight interviews, interactive workshops, full day sessions and panel discussions highlighting the career journeys and strategies of successful and influential female executives in media and marketing. Audiences are mid-level to young executives from leading brands, agencies, publishers and technology companies.

Event	Date & Time	Venue	Attendees	Presenting Sponsor	Title Sponsor	Other
<b>Leadership Breakfast</b> Hosted at NY Times during Advertising Week showcasing a panel of senior female leaders sharing their career journeys and insights	Sept 2017	NY Times	150-200+	<b>\$20,000</b> <i>(1 sold to Starcom, 1 available)</i>	<b>\$12,500</b> <i>(2 available)</i>	Breakfast & Networking: <b>\$7,500</b>  Wifi: <b>\$5,000</b> <i>(sold to AudienceXpress)</i>
<b>Young Executives Panel</b> A discussion highlighting current industry trends, tools and takeaways geared toward young executives	March 2018	TBD	75-100	<b>\$5,000</b> <i>(2 available)</i>	<b>\$2,500</b> <i>(2 available)</i>	N/A
<b>Mastering Leadership</b> A dynamic half day of sessions highlighting signature research on accelerating the path to leadership for women featuring the best of She Runs It's professional development	April 2018	TBD	75-100	<b>\$10,000</b> <i>(2 available)</i>	<b>\$5,000</b> <i>(2 available)</i>	Available upon request
<b>Multicultural Bootcamp</b> A dynamic day of sessions designed to improve relationships, health, finances and career success geared toward multicultural executives	May 2018	TBD	75-100	<b>\$5,000</b> <i>(2 available)</i>	<b>\$2,500</b> <i>(2 available)</i>	N/A

# Leadership Development Events

## Sponsorships by Level

### **Presenting Sponsor:**

- 2-3 minute speaking role as a presenting sponsor at the event
- Complimentary passes with priority seating
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue, social media, event program, presentation slides and any additional event communications
- One (1) giveaway or collateral distribution/seat drop for all attendees
- Acknowledged as sponsor on stage

### **Title Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue, social media, presentation slides and any additional event communications
- Acknowledged as sponsor on stage
- One (1) giveaway or collateral distribution/seat drop on all attendees chairs
- Acknowledged as sponsor on stage

### **Breakfast & Networking Sponsor:**

- Complimentary passes with premium seating
- Badges that recognize Partner as a sponsor
- Logo placement in email invite, signage at the venue and social media
- Acknowledged as sponsor on stage

*\*Deliverables vary per event and availability subject to change*

# Networking Events

Our annual networking events provide valuable and unparalleled networking for our community plus industry professional and executives in media and marketing. Audiences are mid-level to young executives from leading brands, agencies, publishers and technology companies.

Event	Date & Time	Venue	Attendees	Presenting Sponsor	Title Sponsor	Other
<b>Night of Networking</b> An evening of conversation and connections over cocktails with our community and industry professionals and executives at large	Various	Various	75-100	N/A	<b>\$5,000</b> <i>(2 available)</i>	Supporting: <b>\$2,500</b> <i>(2 available)</i>
<b>Night of Networking Unplugged</b> An evening of conversation and connections plus a discussion highlighting hot industry trends over cocktails	Various	Various	75-100	<b>\$10,000</b> <i>(2 available)</i>	<b>\$5,000</b> <i>(2 available)</i>	Supporting: <b>\$2,500</b> <i>(2 available)</i>
<b>Holiday Party</b> An evening of conversation and connections over cocktails to celebrate the year with our community and industry professionals and executives at large	Dec 5	TBD	75-100	<b>\$10,000</b> <i>(2 available)</i>	<b>\$5,000</b> <i>(2 available)</i>	Supporting: <b>\$2,500</b> <i>(2 available)</i>

# Networking Events Sponsorships by Level

## **Presenting Sponsor:**

- 2-3 minute speaking role as a presenting sponsor at the event
- Complimentary passes
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue, social media, event program, presentation slides and any additional event communications
- One (1) grand prize raffle giveaway
- One (1) branded item to displayed at event (i.e. cocktail napkins, stirrers or custom signage)
- Acknowledged as sponsor on stage (if applicable)

## **Title Sponsor:**

- Complimentary passes
- Badges that recognize Partner as a sponsor
- Logo placement in email invites, event website, signage at the venue, social media, presentation slides and any additional event communications
- Acknowledged as sponsor on stage
- One (1) branded item to display at event (i.e. cocktail napkins, stirrers or custom signage)
- Acknowledged as sponsor on stage (if applicable)

## **Supporting Sponsor:**

- Complimentary passes
- Badges that recognize Partner as a sponsor
- Logo placement in email invite, signage at the venue and social media
- Acknowledged as sponsor on stage (if applicable)

*\*Deliverables vary per event and availability subject to change*

# Table Angel Program

Purchase **3 tables for the year** and receive early bird pricing (**10% savings**) and table logo branding  
Commit to **5 or more tables upfront** and receive early bird pricing (**15% savings**) priority placement

Event	Date & Time	Venue	Price	Table Angel Price
<b>Impact Awards (Row)</b>	Nov 15 11:30am-2pm	AppNexus	\$1,275	<b><i>\$1,147.50</i></b>
<b>Woman of the Year</b>	July 13 6:00-9:00pm	Gotham Hall	\$4,950	<b><i>\$4,455</i></b>
<b>Women to Watch</b>	Aug 3 11:30-2:00pm	Cipriani 42 <sup>nd</sup>	\$4,250	<b><i>\$3,825</i></b>
<b>Annual Roast</b>	March 2018	Gotham Hall	\$4,950	<b><i>\$4,455</i></b>
<b>Working Mothers of the Year</b>	Feb 2018	Cipriani 42 <sup>nd</sup>	\$4,250	<b><i>\$3,825</i></b>
<b>Changing the Game Awards</b>	April 2018	Gotham Hall	\$4,250	<b><i>\$3,825</i></b>
<b>What's Hot in Media (row)</b>	April 2018	TBD	\$2,900	<b><i>\$2,610</i></b>

# New in 2016 - Corporate Alliance Partnerships

A three-year partnership with investments ranging from \$25K to \$150K per year:

- Memberships for all employees
- Executive-Class memberships
- Sponsorship opportunities
- Tables / tickets to events
- Recognition as Education Loan Relief donor
- Brand recognition as a partner
- Customized programming that varies with level of investment
- Let us create a program for you today!

GOLD

facebook

GOLD

**Bloomberg  
Media**

GOLD

NBCUniversal

SILVER

IPG

SILVER

*Leo Burnett*

SILVER



Starcom

SILVER



SUPPORTING

 LAND O'LAKES, INC.

SUPPORTING

MEDIALINK

SUPPORTING



SUPPORTING

Time Inc.



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