

YOU'RE INVITED TO SPONSOR



SOROPTIMIST INTERNATIONAL SIERRA NEVADA REGION

41st ANNUAL CONFERENCE



APR 28-30
2017



Why sponsor **Soroptimist**?



WE ARE DYNAMIC WOMEN WITHIN A DYNAMIC NETWORK!

SOROPTIMIST INTERNATIONAL

- Service organization founded in 1921 in Oakland
- 75,000 members from 132 countries and territories worldwide
- Improves the lives of women and girls through awareness, advocacy and action
- United Nations Category One Consultative NGO Status

SIERRA NEVADA REGION

- 53 clubs in 2 states: California and Nevada
- 1,800 members, mostly women
- Entrepreneurs, business owners, industry leaders, homemakers and retirees

WHO WILL BE AT THE CONFERENCE?

350 members of Soroptimist from Northern California and Nevada will attend Sierra Nevada Region's 41st annual conference. Represented cities will include Sacramento, Davis, Redding, Marysville, Yuba City, El Dorado Hills, Roseville, Reno, South Lake Tahoe, Carson City, Las Vegas and more.

WHAT IS A SOROPTIMIST?

Soroptimist International is a **global service organization whose members volunteer to improve the lives of women and girls**.

Soroptimist is a coined Latin word meaning "best for women."

Soroptimist projects are carefully chosen to address challenges unique to women and children today, from providing women with routine medical care and funding domestic violence shelters, to sponsoring career development programs for girls and tutoring women in literacy and basic job skills.

WHAT IS SIERRA NEVADA REGION SOROPTIMIST?

Sierra Nevada Region Soroptimist represents over **1,800 members** in 53 clubs located from Sacramento north to Yreka and all of the state of Nevada. Its governing board provides mentorship and training to clubs; assesses the region's clubs' health; and hosts the annual regional conference.

INTRIGUED?

Learn more at www.soroptimistsnr.org



SOROPTIMIST INTERNATIONAL SIERRA NEVADA REGION

41st ANNUAL CONFERENCE

Dear Sponsor,

You are invited to participate as a sponsor for the Sierra Nevada Region Soroptimist's 41st annual conference: "Imagine If..."

Soroptimist is a global service organization whose approximately 75,000 members in 132 countries and territories support community and global projects benefiting women and girls.

Sierra Nevada Region (SNR) Soroptimist represents over **1,800 members** in 53 clubs located from Sacramento north to Yreka and all of the state of Nevada. Our annual 3-day conference serves as the principal event at which the region's members are able to congregate, share ideas and resources, and **make decisions regarding club partnerships—or private patronage—with businesses.**

Benefits of becoming a Sponsor:

- Undivided attention of more than 350 conference attendees.
- Opportunity to interact directly with club members who serve as their household's primary financial decision makers.
- Opportunity to showcase your company's products or services to a diverse group of women that includes entrepreneurs, business owners, industry leaders, homemakers and retirees.
- Pre- and post-conference opportunities that provide your company sustained marketing exposure to 1,800 club members.
- Multiple sponsorship levels designed to fulfill your specific messaging and budgeting needs.

Don't miss out: the 41st Annual SNR Conference is a chance for you to connect with community influencers and civic leaders, highlight your corporate messaging and boost your business' profitability.

When businesses partner with Soroptimist—the world's leading organization in the advocacy of women and girl's issues—they share in a unique goodwill with the public.

We hope you choose to become a sponsor. Our members look forward to learning about your company! Your support is crucial for allowing more Sierra Nevada Region Soroptimist funding to go toward what matters: programs that improve the lives of women and girls in our region.

Most sincerely,

Vicki Watson

Vicki Watson, Governor
Sierra Nevada Region
Soroptimist International of the Americas

Space is limited • CALL TODAY: (916) 201-3514 • Ask for Erica

41st Annual SNR Conference • April 28 - 30, 2017 • Atlantis Casino Resort Spa • 3800 S Virginia St, Reno, NV 89502



SOROPTIMIST INTERNATIONAL SIERRA NEVADA REGION

41st ANNUAL CONFERENCE

SPONSORSHIP INFORMATION

April 28 - 30, 2017 | Atlantis Casino Resort Spa

Interact with over 350 conference attendees!

PRESENTING SPONSOR

\$5,000

SOLD

- 2 feature articles in monthly online newsletter: Mar - Apr
- Logo and tagline on pre-Conference e-blast and "Call to Conference" newsletter (reaches 1,800 members)
- Logo and tagline linked to your website on SNR homepage
- Full page ad within Conference program
- Logo on digital welcome scroll inside Main Hall
- 2 minute welcome during opening session of Conference
- 6-ft draped table w/ electricity in Main Hall
- Up to 6 meal tickets to be used for meals of your choice
- Company promotional materials in all attendees' bags

LIVE YOUR DREAM SPONSOR

\$4,000

- One feature article in online newsletter in March
- Logo and tagline on pre-Conference e-blast and "Call to Conference" newsletter (reaches 1,800 members)
- Logo and tagline linked to your website on SNR homepage
- Logo featured prominently within Conference program
- 1/2 page ad within Conference program
- Logo on digital welcome scroll inside Main Hall
- 2 minute welcome during Live Your Dream Awards banquet
- 6-ft draped table w/ electricity in Main Hall
- Up to 4 tickets for luncheon for your reps
- Company promotional materials in all attendees' bags

DREAM IT BE IT SPONSOR

\$3,000

- One feature article in online newsletter in April
- Logo and tagline on pre-Conference e-blast (reaches 1,800 members)
- Logo and tagline linked to your website on SNR homepage
- Logo featured prominently within Conference program
- 1/4 page ad within conference program
- Logo on digital welcome scroll inside Main Hall
- 2 minute welcome during general session
- 6-ft draped table w/ electricity in Main Hall
- Up to 2 tickets for luncheon for your reps
- Company promotional materials in all attendees' bags

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41st ANNUAL CONFERENCE

Advertising Contract Form

ADVERTISING REQUIREMENTS

ACCEPTABLE FORMATS

- Acrobat Generated Files Preferred: PDF, TIFF, or EPS
- Logo Files Preferred: EPS, AI, or TIFF
- Configure for Black and White
- All fonts and linked artwork must be included
- All art must be high-resolution at a minimum of 300 dpi
- Please send hardcopy proof if available

FILE DELIVERY

Ads, agency logos, and write-ups may be delivered via email (preferred) or disk to Erica Peterson by March 1, 2017. If applicable, note your agency name and ad specs with files.

Ads or agency logos that do not meet reproduction requirements above will be returned for revision. SNR reserves the right to reject any advertising copy or design we deem unacceptable.

Agency: _____

Advertising Contact: _____

Address: _____

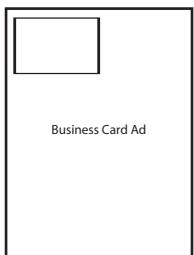
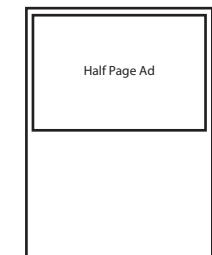
City: _____

State: _____ ZIP: _____

Phone: _____ FAX: _____

Email: _____

Advertising Contact Signature: _____



AD SIZE

SPECIFICATIONS

COLOR

RATE

<input type="checkbox"/> Full Page Ad	Full Page	B/W	\$400
<input type="checkbox"/> Half Page Ad	Half Page	B/W	\$250
<input type="checkbox"/> Business Card Ad	Business Card	B/W	\$150
<input type="checkbox"/> 50 Word Write-Up			\$75
<input type="checkbox"/> Attendee Bag Promotional Materials			\$100

Reserve Your Space By: March 1, 2017

Artwork for Ads and/or Agency Logos must be received by: March 1, 2017

FILE DELIVERY:

Email to: ericap@sia-us.com

or

Mail to:

SI Davis - Attn: Eda Chen
PO Box 472
Davis, CA 95617

Questions: 916.201.3514 or
ericap@sia-us.com

PAYMENT INFORMATION:

CHECK

Check #: _____

Payable to: Sierra Nevada Region

DEBIT/CREDIT CARD: VISA M/C

CARD# _____

EXP DATE: _____ CVV: _____

Amount: \$ _____

Name exactly as it appears on card:

Signature _____

Please Submit This Form by March 1, 2017



SOROPTIMIST INTERNATIONAL SIERRA NEVADA REGION

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SPONSORSHIP INFORMATION

April 28 - 30, 2017 | Atlantis Casino Resort Spa

Interact with over 350 conference attendees!

BAG SPONSOR \$2,500

SOLD

- Logo on all Conference attendees' bags
- Company promotional material in all attendees' bags
- Shout out over social media: Facebook, Instagram, Twitter

COCKTAIL SPONSOR A \$1,500

SOLD

- Logo linked to your website on SNR homepage
- 1/4 page ad within Conference program
- 2 minute welcome during cocktail reception
- Signage at cocktail reception
- Company promotional material in all attendees' bags
- Shout out over social media: Facebook, Instagram, Twitter

COCKTAIL SPONSOR B \$1,500

- Logo linked to your website on SNR homepage
- 1/4 page ad within Conference program
- 2 minute welcome during cocktail reception
- Signage at cocktail reception
- Company promotional material in all attendees' bags
- Shout out over social media: Facebook, Instagram, Twitter

LANYARD SPONSOR \$500

SOLD

- Logo within Conference program
- Logo on all Conference attendees' name badges

Additional Marketing Opportunities:

Inside every attendee's Conference program:

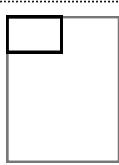
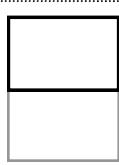
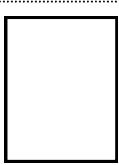
Full page ad:
\$400

1/2 page ad:
\$250

Business card ad:
\$150

50 word write-up:
\$75

Your company's
promotional material inside
every attendee's bag:
\$100



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Become a sponsor of **BIG DREAMS, BOLD GOALS!**

Soroptimist International is a **global service organization** whose 75,000 members volunteer to improve the lives of women and girls through programs leading to social and economic empowerment.

Sierra Nevada Region Soroptimist is looking for sponsors for its 41st annual conference, held April 28 - 30, 2017 at the Atlantis Casino Resort Spa in Reno, NV. Meet with 350 attendees. Various levels of sponsorship available.

CALL TODAY: (916) 201-3514

Ask for Erica!

A peek at our programs:



Dream It Be It is a newly launched program offering career support for girls and young women. The program was designed to address the global need for mentorship and college and/or career readiness for young girls. Soroptimist clubs partner with local high schools and organizations to provide career guidance and to discuss topics such as creating achievable goals, overcoming obstacles and pursuing higher education.



Former SI Davis president Lea Rosenberg (L) with Dream It Be It graduate Angeles Rubio and current SI Davis president Maggie Memmott-Walsh (R).



The Live Your Dream Award, a signature Soroptimist program, is an annual cash grant that clubs give to a woman who serves as financial head of household while

pursuing an undergraduate education or vocational / skills training program. The grant is a resource for motivated women to improve their education, skills and employment prospects, thus leading to better lives for themselves and their family. Since 1972, the program has distributed more than **\$30 million to tens of thousands of women throughout the world**.



Shacambria F. was awarded \$15,000 through the Live Your Dream program. She is a domestic violence survivor and lived in a homeless shelter with her elder daughter while attending college. Shacambria is completing her Associate degree and plans to obtain a Bachelor of Science in Nursing.

INTRIGUED?

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