

California Women Lead



2018 *Women's*
CONFERENCE

Statewide Bipartisan Leadership
Conference

April 26-27, 2018
Disneyland Resort, Anaheim

**THREE DAYS,
FOUR TRACKS,
ONE GOAL:**

**Get women
appointed to office
in California**

WHO WE ARE

California Women Lead is California's largest nonpartisan association of women leaders.

We work toward a California where appointed boards and commissions at the local and state levels are reflective of California's rich diversity.

Our programs have trained thousands of women on how to apply for and obtain appointments.



CONFERENCE



INSPIRING KEYNOTES

Featuring women leading in business and government



MULTIPLE TRACKS

For current appointees, established professionals and emerging leaders



RELEVANT BREAKOUTS

On topics such as Navigating a Post-
#metoo Workplace and Financial Literacy



APPOINTEE RECEPTION

Honoring women in appointed office with special invited guest Dianne Feinstein

SPEAKERS*

Nikki Barua, CEO, Beyond Curious

Marybel Batjer, Secretary, Government Operations Agency

Cathleen Decker, Los Angeles Times

Dianne Feinstein, California Senator

Janet Lamkin, California President, United Airlines

Carla Marinucci, Politico

Sunne Wright McPeak, CEO, Emerging Technologies Fund

Rachel Michelin, CEO, California Women Lead

Kirti Mutatkar, CEO, UnitedAg

Janet Napolitano, President, University of California

Mary O'Hara, Chief Human Resource Officer, SVP, Blue Shield of California

Mona Pasquick, Appointments Secretary, Office of Governor Brown

Cassandra Pye, CEO, 3.14 Communications

Karen Ross, Secretary, California Department of Food and Agriculture

Dan Walters, CalMatters

*Confirmed at time of printing and subject to change.

TOPICS & BREAKOUTS

KEYNOTES

- Women Leading in Business
- Holding Your Power at the Table
- Women of the Brown Administration - their Personal Journeys
- Women, California & the 2018 Election

SESSIONS

- Understanding your Leadership Style
- Telling your Story (media training)
- Developing a Power Network
- Negotiating Skills
- Using Your Voice - Power Speaking
- Financial Leadership
- Appointments Training - Where to Start
- Advocacy - How to Impact the Process
- Unconscious Bias
- Addicted to Busy
- Imposter Syndrome
- Running (for public office) in Heels
- Breaking into Politics





Presenting Sponsor

\$50,000

PREMIER BENEFITS

- Category exclusive
- Opportunity to host a session
- Meet & Greet photo op (16 guests)
- Customized activation

VISIBILITY & BRANDING

- Top tier logo recognition on all marketing and promotion
- Top tier logo recognition on all event signage
- Full page back cover ad or two full page ads in program book
- Inclusion in press release and social media
- Opportunity for giveaways
- Verbal remarks from podium or 60-second promotional video

HOSPITALITY

- 2 VIP tables (16 people) + VIP conference passes
- 4 VIP hotel rooms (one-night)
- Additional 12 VIP passes to Appointee Reception with special guest Senator Diane Feinstein

WOMEN OWNED BUSINESS IS THE FASTEST GROWING SEGMENT OF THE ECONOMY AND WOMEN DRIVE 75% OF ALL PURCHASES.

Sponsorship gives you direct and effective access to established and emerging women leaders and positions your company as an advocate for women in this watershed moment in history.

300

OF OC'S MOST INFLUENTIAL WOMEN

25%

ARE C-SUITE EXECS

57%

HOLD PUBLIC OFFICE



Diamond Sponsor

\$20,000

PREMIER BENEFITS

- Meet & Greet photo op (eight guests)
- Customized activation

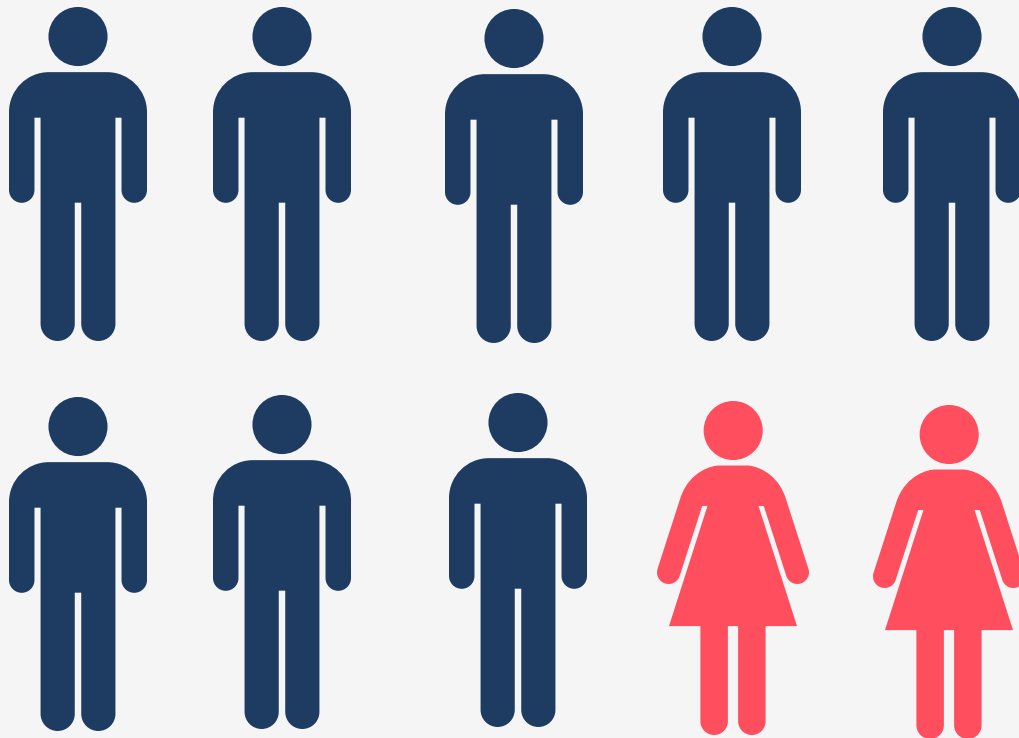
VISIBILITY & BRANDING

- 2nd tier logo recognition on all marketing and promotion
- 2nd tier logo recognition on all event signage
- Full page ad in program book
- Inclusion in press release and social media
- Opportunity for giveaways
- Verbal remarks from podium

HOSPITALITY

- 1 VIP table (eight people)
- 1 Priority-reserved table (eight people)
- VIP conference passes for 16 people
- Additional eight VIP passes to Appointee Reception with special guest Senator Diane Feinstein

STATISTICS



Only

21.7%

of California
legislative seats are
occupied by women.

Source: National Conference of
State Legislatures



Sapphire Sponsor

\$10,000

PREMIER BENEFITS

- Customized activation

VISIBILITY & BRANDING

- 3rd tier logo recognition on all marketing and promotion
- 3rd tier logo recognition on all event signage
- Half page ad in program book
- Inclusion in press release and social media
- Opportunity for giveaways

HOSPITALITY

- 1 VIP table (eight people)
- VIP conference passes for eight people
- Addition 5 VIP passes to Appointee Reception with special guest Senator Diane Feinstein



Gold Sponsor

\$5,000

VISIBILITY & BRANDING

- 3rd tier logo recognition on all marketing and promotion
- 3rd tier logo recognition on all event signage
- Half page ad in program book
- Inclusion in press release and social media
- Opportunity for giveaways

HOSPITALITY

- 1 VIP table (eight people)
- VIP conference passes for eight people
- Additional 2 VIP passes to Appointee Reception with special guest Senator Diane Feinstein



Table Sponsor

\$2,500

B E N E F I T S

- Recognition as table sponsor on printed materials
- Reserved table at the conference for eight guests
- Tickets for eight guests to attend Appointee Reception with Senator Diane Feinstein

Contact

