



WOMEN ON THE RISE
INTERNATIONAL, INC.

Sponsor Guide

CONTACT

Women on the Rise
International, Inc.

Orlando, FL

www.wotrinc.org

hello@wotrinc.org

[@womenontheriseinc](https://www.instagram.com/womenontheriseinc)



SPONSORSHIP THE CONCEPT

01

Today's Challenges

03

Sponsorship Opportunities

05

Chapter Sponsorships

06

Corporate Sponsorships

07

Event Sponsorships

19

Marketing Opportunities

20

Next Steps

TODAY'S CHALLENGES

In 2018, women with graduate or professional degrees made on **average \$30,961 less than men**. Because of this wage gap, women leave college in greater debt than men and have less resources to repay their student loans. Recent studies show that **up to \$1.5 million of potential income could be lost over the course of a woman's career** by something as simple as negotiating their salary or asking for a raise.

"Additionally, women leaders are **switching jobs at the highest rate we've ever seen**— and at a higher rate than men in leadership. Women leaders are demanding **more opportunity, more flexibility, and a greater commitment to diversity and inclusion**— and they're willing to switch jobs to get it. To put the scale of the problem in perspective: for every woman at the director level who gets promoted, two women directors are choosing to leave their company." - *8th edition of Women in the Workplace Study*

OUR SOLUTIONS

As a 501(c)3 non-profit women's empowerment organization we believe that when it comes to the locked doors of women's equality, **community is the key to leveling the playing field** and providing more opportunities. And to build that community, **we have to target the obstacles that prevent women from growing personally and professionally.** To do this, we host events throughout the year that focus on women's empowerment, mentorship, financial education, mental and physical health, and entrepreneurship.

WE ARE... WOMEN ON THE RISE!

We are a minority woman founded 501(c)3 non-profit organization formed with the purpose of providing educational and motivational events for women and girls with a focus on **our four core pillars: women's financial literacy, career development, entrepreneurship, and personal wellness.**

Featured speakers discuss real time issues affecting women in the community and share how they have overcome obstacles within their personal lives and/or careers to inspire other women to do the same. These events provide **an opportunity for like-minded women to gather, network, and inspire one another.** Additionally, the organization **mentors high school and college-aged women** on self-esteem, empowerment, and professional development, and **awards college scholarship funds to deserving young women.**

In 2010, Founder Arlene Blake lost her mother to cancer at the age of 48 and in 2014 lost her father to cancer as well. Not willing to be a victim of her circumstance, **Arlene recognized a need for an organization that could support and uplift the women of Orlando to get through whatever they may be dealing with,** and the idea of Women on the Rise was born.

SPONSORSHIP OPPORTUNITIES

Women on the Rise serves women in the **Orlando metro area**, with additional chapters being started in **Jacksonville and Tampa, Florida**. Most of the women who attend our events and programs are **mid-career women and have attained at least a Bachelors' degree**.

More than half (**54%**) of members are business owners; **66%** are working mothers; and **half** are discontented with their current career path or salary. In 2019 WOTR served more than **860 women**. In 2020, that number grew to **5,000 women**.

BY PARTNERING WITH US, YOU CAN:

- Increase your **brand recognition** locally
- Provide **professional development opportunities** for your employees or members
- Grant **special recognition** and rewards for star talent
- Gain access to a **new pool of underrepresented professional talent**
- Help improve the lives and careers of local women, leading to generational change and **economic growth** in Orlando

TYPES OF SPONSORSHIP

We offer **three types** of sponsorship opportunities:

CHAPTER SPONSORSHIP

Aimed at companies and organizations looking to make an impact in a specific metropolitan area, chapter sponsorship allows you to network with local chapter members through monthly meetings as well as host and help direct the programming of meetings throughout the year.

CORPORATE SPONSORSHIP

Through corporate sponsorship, you can be involved with and recognized by Women on the Rise by attending our major events throughout the year. This package is geared towards companies and organizations specifically looking to invest in and reward star talent by offering complimentary training and attendance at our events. The package can be customized to fit your specific needs.

EVENT SPONSORSHIP

Give back to the community and gain recognition in a very targeted way by sponsoring one of our many events throughout the year focusing on our four pillars: financial literacy, career development, entrepreneurship, and personal health & wellness.

CHAPTER SPONSORSHIP

Aimed at companies and organizations looking to make an impact in a specific metropolitan area, chapter sponsorship allows you to network with local chapter members through monthly meetings as well as host and help direct the programming of meetings throughout the year.

ORLANDO CHAPTER

Meetings the last Monday of each month
CREDO Conduit, Orlando
6:30-7:30 p.m.

A chance for women to come together for networking, socialization, and development. Each meeting features a guest speaker to educate the audience under one of our four core pillars.

CHAPTER SPONSOR: \$5,000 (LIMIT 3)

- Complimentary access to Women on the Rise Chapter Meetings
- Recognition at each meeting as Chapter Sponsor.
- Opportunity to host up to 4 Chapter Meetings per year
- Executive Direction on the content of 1-2 meetings per year where your company will lead the content of the meeting.
- PR Co-Branded Strategy and Social Media Co-Branded Strategy

CORPORATE SPONSORSHIP

Through corporate sponsorship, you can be involved with and recognized by Women on the Rise by attending our major events throughout the year. This package is geared towards companies and organizations specifically looking to invest in and reward star talent by offering complimentary training and attendance at our events. The package can be customized to fit your specific needs.

CORPORATE SPONSOR: \$15,000 (LIMIT 5)

- Corporate table (including 10 tickets) at our annual Awards Gala
- 10 annual Premier Memberships to WOTR
- Private Educated and Broke session with up to 30 participants
- Five tickets to our annual Conference
- Five tickets to our annual Vision Board event
- Recognition as Corporate Donor at our Gala and Conference
- Opportunity for a representative of company to sit on Governing Board of Directors

EVENT SPONSORSHIP

Give back to the community and gain recognition in a very targeted way by sponsoring one of our many events throughout the year focusing on our four pillars:

- Financial literacy
- Career development
- Entrepreneurship
- Personal health & wellness

EVENT SPONSOR OPPORTUNITIES:

EDUCATED & BROKE

ANNUAL AWARDS GALA

EMPOWERMENT CONFERENCE

VISION BOARD WORKSHOP

HOLIDAY EXTRAVAGANZA

EVENT SPONSORSHIP

EDUCATED & BROKE

Spring, Fall, and Winter - in person and virtual

Educated & Broke is a free, three part series to educate women on how to earn more money, know their worth, budget, save, pay off debt, invest, start a business, and provide a legacy for their families.

PRESENTING SPONSOR: \$35,000 (LIMIT 3)

- Serves as Presenting Sponsor for all three parts of the series
- Company recognized as a Sponsor with total brand visibility at the hybrid (in-person and virtual) event. Your brand will appear on every piece of major marketing and promotion we produce for the event.
- Company executive makes welcome remarks at the event
- Social media recognition and promotion of your sponsorship
- Custom video to represent your brand during event
- PR and Social Media Co-Branded Strategy
- Logo Placement on Event Signage during event
- Research questions included in pre and post event survey
- 60 second recap video of the event showcasing the buzz and energy of the event; the highlight video will include testimonials from attendees throughout and a watermark of your company
- Display Table and Company Banner Display
- PR and Social Media Co-Branded Strategy
- Logo Placement on Step and Repeat

ADDITIONAL OPPORTUNITIES CONTINUED ON NEXT PAGE

EVENT SPONSORSHIP

EVENT SPONSOR: \$10,000 (LIMIT 1 PER EVENT)

- This is for sponsorship for one out of three of the events within the series
- Company recognized as a Sponsor with total brand visibility at the virtual conference. Your brand will appear on every piece of major marketing and promotion we produce for the event
- Company executive makes welcome remarks at the event.
- Social media recognition and promotion of your sponsorship
- Custom video to represent your brand during event
- PR and Social Media Co-Branded Strategy
- Logo Placement on Event Signage during hybrid event
- Research questions included in pre and post event survey

CHILDCARE SPONSOR: \$5,000 (LIMIT 1 PER EVENT)

- Your sponsorship will cover childcare services for all mothers in need of childcare during this program to be able to actively participate without distraction.
- Company executive makes welcome remarks at the event.
- Social media recognition and promotion of your sponsorship
- PR and Social Media Co-Branded Strategy
- Display Table and Company Banner Display
- Logo Placement on Step and Repeat

ADDITIONAL OPPORTUNITIES CONTINUED ON NEXT PAGE

EVENT SPONSORSHIP

AV SPONSOR: \$5,000 (LIMIT 1 PER EVENT)

- Your sponsorship will audio and video recording to live stream the workshop and make the workshop available post-event for those who cannot attend live or in person.
- Your logo will be featured on workbook.
- Social media recognition and promotion of your sponsorship
- PR and Social Media Co-Branded Strategy
- Display Table and Company Banner Display
- Logo Placement on Step and Repeat

PRINTING SPONSOR: \$4,000 (LIMIT 1 PER EVENT)

- Your sponsorship will provide the 30+ page workbooks for each attendee which will help them achieve their financial and professional goals.
- Your logo will be featured on workbook.
- Social media recognition and promotion of your sponsorship
- PR and Social Media Co-Branded Strategy
- Display Table and Company Banner Display
- Logo Placement on Step and Repeat

EVENT SPONSORSHIP

ANNUAL AWARDS GALA

June 29, 2023

Dr. Phillips Performing Arts Center

Orlando, FL

A night of celebration where we honor the amazing women of Central Florida that are making a difference in the community and in their profession.

TITLE SPONSOR: \$40,000 (LIMIT 1)

- The Event will be recognized as "Women on the Rise Awards Gala presented by (Your Company name)".
- Opportunity to address the audience with a message about your business and serve as an Award Category Presenter with acknowledgement of your company
- Reserved Seating for 20 at two tables
- Full page color ad in Event Program with a Welcome Letter to Attendees from a senior level executive within your company
- Welcome Video
- PR Co-Branded Strategy
- Product placement in attendee gift bags at each seat
- Logo Recognition and listing on our website and marketing materials as Title Sponsor
- Logo to be featured on Step and Repeat
- Mentioned throughout the event programming as Title Sponsor
- Six foot vendor table and linen to display a corporate banner in lobby at event.

ADDITIONAL OPPORTUNITIES CONTINUED ON NEXT PAGE

EVENT SPONSORSHIP

PLATINUM SPONSOR: \$25,000 (LIMIT 3)

- Opportunity to address the audience with a message about your business and serve as an Award Category Presenter with acknowledgement of your company
- Reserved table seating for 8
- Social Media Co-Branded Strategy
- Product placement opportunity in attendee gift bags at each seat.
- Logo Recognition and listing on our website and marketing materials as Platinum Sponsor
- Full page color advertisement in Event Program
- Logo to be featured on Step and Repeat
- Mentioned throughout the event programming as our Platinum Sponsor
- Corporate Display space in lobby with Six foot vendor table, linen, two chairs and entry for two table attendants.

GOLD SPONSOR: \$10,000 (LIMIT 10)

- Serve as an Award Category Presenter with acknowledgement of your company
- WOTR Awards Gala Reserved Table with Entry for 10
- Recognition and listing on our website and marketing materials as Gold Sponsor
- Half page color advertisement in event program
- Logo to be featured on Step and Repeat
- Mentioned throughout the event programming as Gold Sponsor
- Corporate Display space in lobby with Six foot vendor table and linen

ADDITIONAL OPPORTUNITIES CONTINUED ON NEXT PAGE

EVENT SPONSORSHIP

AWARDS SPONSOR: \$4,500 (LIMIT 1)

- Two WOTR Awards Gala Tickets
- Recognition and listing on our website as Awards Sponsor
- Mentioned throughout the event programming as Awards Sponsor
- Company logo engraved on awards
- Serve as an Award Category Presenter with acknowledgement of your company

EVENT SPONSORSHIP

EMPOWERMENT CONFERENCE

October - Orlando, FL

A space for women to embrace who they are and develop their confidence with power packed empowerment events while reframing their outlook and renewing their enthusiasm for life. Our 2023 theme is Celebrating Women Who Tell Our Stories, and will consist of four different tracks representing our pillars: Financial literacy, Career development, Entrepreneurship, Health & Wellness.

PRESENTING SPONSOR: \$40,000 (LIMIT 1)

- 60 second recap video of the event showcasing the buzz and energy of the event; the highlight video will include testimonials from attendees throughout and a watermark of your company
- Full page color ad in event program booklet with a Welcome Letter to Attendees from a company senior level executive
- Company recognized as a Presenting Sponsor with total brand visibility at the event. Your brand will appear on every piece of major marketing and promotion we produce for the event
- Company executive makes welcome remarks at the event
- Social media recognition and promotion of your sponsorship
- Display Table and Company Banner Display
- PR and Social Media Co-Branded Strategy
- Logo Placement on Step and Repeat
- Research questions included in post event survey
- Opportunity for product placement in attendee swag bags
- 20 tickets to the event inclusive of full conference access and reserved table for all sessions

ADDITIONAL OPPORTUNITIES CONTINUED ON NEXT PAGE

EVENT SPONSORSHIP

PLATINUM SPONSOR: \$25,000 (LIMIT 3)

- Full page color ad in event program booklet with a Welcome Letter to Attendees from a senior level executive within your company
- Company recognized as a Platinum Sponsor in all printed and online marketing materials
- Company executive makes welcome remarks at the event
- Social media recognition and promotion of your sponsorship
- Display Table and Company Banner Display
- Logo Placement on Step and Repeat
- Research questions included in post event survey
- Opportunity for product placement in attendee swag bags
- 10 tickets to the event inclusive of full conference access

SESSION SPONSOR: \$6,000 (LIMIT 10)

- 10 tickets to the event with reserved seating for sponsored session
- Recognition and listing on our website, program, and marketing materials as sponsor
- Will provide opening remarks for sponsored session
- Logo on event signage
- Banner on Display during session

ADDITIONAL OPPORTUNITIES CONTINUED ON NEXT PAGE

EVENT SPONSORSHIP

TOTE BAG SPONSOR: \$3,000 (LIMIT 1)

- Logo on attendee Tote Bags
- Recognition and listing on our website, program, and marketing materials as sponsor
- Recognition at event as a Sponsor
- Logo on event signage
- 2 tickets to the event

NAME BADGE SPONSOR: \$3,000 (LIMIT 1)

- Logo on attendee name badges
- Recognition and listing on our website, program, and marketing materials as sponsor
- Recognition at event as a Sponsor
- Logo on event signage
- 2 tickets to the event

EVENT SPONSORSHIP

VISION BOARD WORKSHOP

January 2024 - Orlando

Hands on event for women to kick off the year making meaningful connections, gaining actionable insight, and cultivating an ideal life by creating a vibrant and inspiring vision board. This event sells out every year!

PRESENTING SPONSOR: \$10,000 (LIMIT 1)

- 60 second recap video of the event showcasing the buzz and energy of the event; the highlight video will include testimonials from attendees throughout and a watermark of your company
- Company recognized as a Presenting Sponsor with total brand visibility at the event. Your brand will appear on every piece of major marketing and promotion we produce for the event
- Social media recognition and promotion of your sponsorship
- PR and Social Media Co-Branded Strategy
- Display Table and Company Banner Display
- Opportunity for Executive Leader to address audience, make opening remarks and even serve as a speaker.

PRINTING SPONSOR: \$2,000 (LIMIT 1)

- Your sponsorship will provide the workbooks for each attendee which will help them achieve their personal and professional goals.
- Your logo will be featured on workbook.
- Social media recognition and promotion of your sponsorship
- PR and Social Media Co-Branded Strategy
- Display Table and Company Banner Display

EVENT SPONSORSHIP

HOLIDAY EXTRAVAGANZA

December - Orlando

Family-focused annual holiday event featuring a toy drive for families in need within the community. Each year we sponsor 5-7 families in need.

PRESENTING SPONSOR: \$12,000 (LIMIT 1)

- 60 second recap video of the event showcasing the buzz and energy of the event; the highlight video will include testimonials from attendees throughout and a watermark of your company
- Company recognized as a Presenting Sponsor with total brand visibility at the event. Your brand will appear on every piece of major marketing and promotion we produce for the event
- Social media recognition and promotion of your sponsorship
- PR and Social Media Co-Branded Strategy
- Opportunity for Executive Leader to address audience, make opening remarks and even serve as a speaker.

PHOTO BOOTH SPONSOR: \$1,600 (LIMIT 1)

FOOD SPONSOR: \$2,000 (LIMIT 1)

MARKETING OPPORTUNITIES

ON THE RISE WEEKLY

On the Rise Weekly
Every Tuesday

This newsletter keeps members and friends of Women on the Rise updated on events and activities within WOTR and the community. It covers upcoming activities for WOTR, community events, member news, business spotlights, and articles of relevance to our audience.

12 MONTHS ADVERTISEMENT: \$2,000

- Ad with link to website in newsletter every week for 52 consecutive weeks
- Ad size: 500 (w) x 500 (h) pixels max
- Artwork due one week prior to delivery
- JPEG or PNG formats accepted

PER MONTH ADVERTISEMENT: \$200

- Ad with link to website in newsletter every week for 4 consecutive weeks
- Ad size: 500 (w) x 500 (h) pixels max
- Artwork due one week prior to delivery
- JPEG or PNG formats accepted

NEXT STEPS

01

CHOOSE THE SPONSORSHIP OPTIONS YOU MAY BE INTERESTED IN.

Make a list of options you are interested in sponsoring based on how you want to give back and make an impact in the community.

02

CONTACT US.

Let us know what sponsorship options you're interested in! You can contact the person who sent you this guide or use our contact information located on the back of this guide.

03

CHANGE THE COMMUNITY AND BY EXTENSION THE WORLD.

Feel good knowing that you're doing your part for our community and the world!

THANK YOU FOR

We acknowledge the contributions of the people who worked tirelessly on the projects mentioned within, and we thank them for their efforts. We also thank you for considering sponsoring our life-changing and impactful work.

CONTACT

Women on the Rise
International, Inc.
Orlando, FL

www.wotrinc.org
hello@wotrinc.org
[@womenontheriseinc](https://www.instagram.com/womenontheriseinc)

