

[POWER]TM

The Power of Professional Women
PHILADELPHIA



**Corporate SPONSORSHIP
+ Individual MEMBERSHIP
OPPORTUNITIES
2022-2023**



EDUCATION
MENTORSHIP
PURPOSEFUL CONNECTIONS

The **POWER of Professional Women** is a professional association dedicated to accelerating the development of the next-generation of women leaders in the greater Philadelphia region through education, mentorship, and purposeful connections.

Our vision is to be recognized as the premier professional membership organization for future leaders.

POWER's network of seasoned male and female business leaders provides guidance and development opportunities, with the objective of increasing the number and influence of women and diversity in the workforce.

The Independence Blue Cross (Independence) investment in The Power of Professional WoMen (POWER) is important to us as another avenue to grow and develop the talent in our region. The programming creates unique opportunities to build skills and networks across industries. Our collaboration has also allowed Independence to expand the impact of our award-winning Diversity, Equity, and Inclusion training by bringing it to a new POWER audience. Independence is pleased to continue to support, and benefit from, POWER!

– Nicole Gold, Independence Blue Cross

POWER Speaker Series Events focus on acquiring strategies to adapt to the changing needs of every generation, while expanding your network and making life-long connections. These innovative programs draw 150+ attendees and provide a clear blueprint for taking leadership abilities to the next level, while igniting the passion for career, personal and philanthropic goals. To compliment our Speaker Series Events, POWER also offers the programs below:



EMERGING LEADERS

Chaired by successful generation leaders, this platform encourages peers, ages 40 and under, to share their fears, hopes and goals. They help define the POWER programs designed to bridge the generational gaps through collaboration.



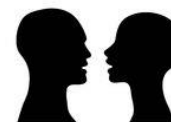
MENTORING CIRCLES

Our POWER mentee program is facilitated by Board Members and other executive coaches. Circle discussions are confidential with limited attendee participation from each company. Women from all generations and diverse professions will draw from their personal experiences to empower and encourage the mentees to reach beyond their comfort zone.



WORKSHOPS

Our POWER-ful skills building workshops empower members to navigate today's continual changes in the workplace. Topics such as resilience, executive presence, generational differences, strategic networking, and 'understanding your value' will be explored through powerful conversations, with the result of powerful outcomes.



Career Conversations

Career Conversations are a lunchtime series which feature seasoned women leaders interviewed by emerging women leaders. The interviewee shares her leadership journey. Lessons learned, and what she would tell her younger self. It is designed to show that no career is linear and that there are many paths to leadership.



Diversity Series

Today managing a diverse workforce is an essential Leadership skill. POWER has introduced DEI skill building as a part of its other leadership development programs/events.

View our full event calendar at www.powerw.org/calendar

INDIVIDUAL MEMBERSHIP OPPORTUNITIES

Give yourself and others the opportunity for personal & business development, business promotion and networking with the region's influential leaders with a POWER membership.

POWER Membership - Professional \$100; Student \$50; Affiliate \$65

Ideal for those seeking education, mentorship, and purposeful connections. Access to POWER's online, interactive membership community.

- Individual membership profile with photo
- Discounted member pricing to POWER events
- Eligible to apply for the EMPOWER-U Mentoring Circle Program
- Access to Members Only events, breakfasts, and Happy Hours
- Special pricing of 10% off Dale Carnegie courses
- Opportunity to submit your professional achievements in POWER's members-only EmPOWERed quarterly communication
- Opportunity to join the members only PowerFUL Peeps Connections one on one networking program
- Special pricing for headshots by Todd Zimmerman at Pictures by Todd

Executive POWER Membership - \$250

Ideal for Executive and Senior Level Business Leaders interested in accelerating the development of the next generation of women leaders in the greater Philadelphia region through education, mentorship, and purposeful connections.

- Individual membership benefits plus:
- Exclusive invitation to attend the annual VIP reception
- Access to Executive member only events
- Opportunities to give back to other members who can benefit from your experiences

POWER Professional Membership All Access - \$200

Ideal for individual who wants to attend all Power events.

- Individual membership benefits plus:
- One (1) complimentary ticket to every **virtual** POWER event – not assignable to anyone else.

Executive POWER Member All Access - \$350

Ideal for executive who want to attend all Power events.

- Executive membership benefits plus:
- One (1) complimentary ticket to every **virtual** POWER event – not assignable to anyone else



Are YOU ready to feel at home with this amazing community?
Join today and start reaping the benefits POWER offers!

PRESENTING SPONSOR BENEFITS *(Limit: 1)*

DESIGNATION

- Designation as the Presenting Sponsor.
- Opportunity to promote your affiliation via your corporate materials, website and/or social channels.

BOARD MEMBER OPPORTUNITY

- The opportunity to nominate one (1) company representative to serve on the POWER Board of Directors during your **investment** term. Candidate is subject to Board approval.

BRAND RECOGNITION

- Prominent name/logo recognition on event emails and promotional materials for POWER Events.
- Name/logo recognition within PPT deck prior to presentations.
- Name/logo recognition on static event signage at each in person event.
- Opportunity to provide premium gifting at two (2) events per year.

EXECUTIVE MEMBERSHIPS

- Ten (10) Executive Memberships (1-year term/each membership).

POWER EVENTS

- Unlimited access to all virtual events.
- For all other programs or events -
 - Up to ten (10) complimentary event tickets.
 - Additional event tickets may be purchased at discounted member-rate.
- Opportunity to introduce the speaker at up to six (6) in person events.
- Opportunity to set-up an interactive display at six (6) in person events to promote product/services, distribute promotional materials and/or conduct a giveaway.
- Registration list access for six (6) in person events for those attendees who opt to share their information (sent via excel to include Name, Company, Title, Email Address).
- Firm representation on panel events

MENTORING PROGRAM

- Opportunity to submit four (4) mentoring circle nominations and receive complimentary enrollment.
- Receive discounted rate for up to an additional four (4) mentees. Number of mentees per circle limited to two.

OTHER BENEFITS

- Access to Roundtable for Women's Initiatives Leaders.
- Bulk discount on memberships.

SPRING EXCLUSIVE VIP RECEPTION

- Ten (10) tickets for the Spring VIP Event.

DIGITAL ENGAGEMENT (www.Powerw.org)

- Prominent logo recognition on website linked to desired URL.
- Presenter Designation of one (1) Digital Feature such as Mentee Spotlight, Emerging Leaders, Financial Tips, Must Reads, Health/Fitness, Food/Wine or a concept to be designed with the brand. This feature will appear four (4) times.
- Opportunity to submit relevant content to the website.
- Banner ad presence on website linked to desired URL (supplied by investor).
- Opportunity to release four (4) emails to POWER email list within **investment** period *(subject line, content and images to be supplied by investor and request must be at least 2-weeks prior to release date)*.

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- Presenter Designation of one (1) Social Feature such as Mentee Spotlight, Emerging Leaders, Financial Tips, Must Reads, Health/Fitness, Food/Wine or a concept to be designed with the brand. This feature will appear four (4) times per term.
- POWER will share/retweet relevant content from your corporate social channels thirteen (13) times per year.

INVESTMENT: \$25,000

ALLY SPONSOR BENEFITS *(Limit: 2)*

DESIGNATION

- Designation as Ally Sponsor.
- Opportunity to promote your affiliation via your corporate materials, website and/or social channels.

BOARD MEMBER OPPORTUNITY

- The opportunity to nominate one (1) company representative to serve on the POWER Board of Directors during your **investment** term. Candidate is subject to Board approval.

BRAND RECOGNITION

- Prominent name/logo recognition on event emails and promotional materials for POWER Events.
- Name/logo recognition within PPT deck prior to presentations.
- Name/logo recognition on static event signage at each in person event.
- Opportunity to provide premium gifting at one (1) event per year.

EXECUTIVE MEMBERSHIPS

- Seven (7) Executive Memberships (1-year term/each membership).

POWER EVENTS

- Unlimited access to all virtual events.
- For all other programs or events -
 - Up to seven (7) complimentary event tickets.
 - Additional event tickets may be purchased at discounted member-rate.
- Opportunity to introduce the speaker at one (1) event.
- Opportunity to set-up an interactive display at six (6) in person events to promote product/services, distribute promotional materials and/or conduct a giveaway.
- Registration list access for six (6) events for those attendees who opt to share their information (sent via excel to include Name, Company, Title, Email Address).
- Firm representation on panel events.

MENTORING PROGRAM

- Opportunity to submit three (3) complimentary mentoring circle nominations and submit up to 4 additional mentees at discounted enrollment.
- Limit to two mentees per circle.

OTHER BENEFITS

- Access to Roundtable for Women's Initiatives Leaders.
- Bulk discount on memberships.

SPRING EXCLUSIVE VIP RECEPTION

- Nine (9) tickets for the Spring VIP Event.

DIGITAL ENGAGEMENT (www.Powerw.org)

- Prominent logo recognition on website linked to desired URL.
- Presenter Designation of one (1) Digital Feature such as Mentee Spotlight, Emerging Leaders, Financial Tips, Must Reads, Health/Fitness, Food/Wine or a concept to be designed with the brand. This feature will appear four (4) times.
- Opportunity to submit relevant content to the website.
- Opportunity to release one (1) email to POWER email list within **investment** period (*subject line, content and images to be supplied by investor and request must be at least 2-weeks prior to release date*).

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- Leadership Designation of one (1) Social Feature such as Mentee Spotlight, Emerging Leaders, Financial Tips, Must Reads, Health/Fitness, Food/Wine or a concept to be designed with the brand. This feature will appear four (4) times per term.
- POWER will share/retweet relevant content from your corporate social channels ten (10) times per year.

INVESTMENT: \$20,000

LEADERSHIP SPONSOR BENEFITS

DESIGNATION

- Designation as Leadership Sponsor.
- Opportunity to promote your affiliation via your corporate materials, website and/or social channels.

BOARD MEMBER OPPORTUNITY

- The opportunity to nominate one (1) company representative to serve on the POWER Board of Directors during your **investment** term. Candidate is subject to Board approval.

BRAND RECOGNITION

- Prominent name/logo recognition on event emails and promotional materials for POWER events.
- Name/logo recognition within PPT deck prior to presentations.
- Name/logo recognition on static event signage at each in person event.
- Opportunity to provide premium gifting at one (1) event per year.

EXECUTIVE MEMBERSHIPS

- Five (5) Executive Memberships (1-year term/each membership).

POWER EVENTS

- Unlimited access to all virtual events.
- For all other programs or events -
 - Up to five (5) complimentary event tickets.
 - Additional event tickets may be purchased at discounted member-rate.
- Opportunity to introduce the speaker at one (1) event.
- Opportunity to set-up an interactive display at six (6) in person events to promote product/services, distribute promotional materials and/or conduct a giveaway.
- Registration list access for six (6) events for those attendees who opt to share their information (sent via excel to include Name, Company, Title, Email Address).
- Firm representation on panel events.

MENTORING PROGRAM

- Opportunity to submit three (3) complimentary mentoring circle nominations and submit up to 4 additional mentees at discounted enrollment.
- Limit to two mentees per circle.

OTHER BENEFITS

- Access to Roundtable for Women's Initiatives Leaders.
- Bulk discount on memberships.

SPRING EXCLUSIVE VIP RECEPTION

- Eight (8) tickets for the Spring VIP Event.

DIGITAL ENGAGEMENT (www.Powerw.org)

- Prominent logo recognition on website linked to desired URL.
- Presenter Designation of one (1) Digital Feature such as Mentee Spotlight, Emerging Leaders, Financial Tips, Must Reads, Health/Fitness, Food/Wine or a concept to be designed with the brand. This feature will appear four (4) times.
- Opportunity to submit relevant content to the website.
- Opportunity to release one (1) email to POWER email list within **investment** period (*subject line, content and images to be supplied by investor and request must be at least 2-weeks prior to release date*).

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- Leadership Designation of one (1) Social Feature such as Mentee Spotlight, Emerging Leaders, Financial Tips, Must Reads, Health/Fitness, Food/Wine or a concept to be designed with the brand. This feature will appear four (4) times per term.
- POWER will share/retweet relevant content from your corporate social channels ten (10) times per year.

INVESTMENT: \$15,000

CHAMPION SPONSOR BENEFITS

DESIGNATION

- Designation as Champion Sponsor.
- Opportunity to promote your affiliation via your corporate materials, website and/or social channels.

BRAND RECOGNITION

- Prominent name/logo recognition on event emails and promotional materials for POWER Events.
- Name/logo recognition within PPT deck prior to presentations.
- Name/logo recognition on static event signage at in person events.
- Opportunity to provide premium gifting at one (1) in person event per year.

EXECUTIVE MEMBERSHIPS

- Three (3) Executive Memberships (1-year term/each membership).

POWER EVENTS

- Unlimited access to all virtual events.
- For all other programs or events -
 - Three (3) complimentary event ticket.
 - Additional tickets may be purchased at discounted member-rate.
- Opportunity to set-up an interactive display at six (6) in person events to promote product/services, distribute promotional materials and/or conduct a giveaway.
- Registration list access for six (6) events for those attendees who opt to share their information (sent via excel to include Name, Company, Title, Email Address).
- Firm representation on panel events.

MENTORING PROGRAM

- Opportunity to submit two (2) complimentary mentoring nominations and submit up to 2 additional at a discounted enrollment rate.
- Limited to two mentee per circle.

OTHER BENEFITS

- Access to Roundtable for Women's Initiatives Leaders.
- Bulk discount on memberships.

SPRING EXCLUSIVE VIP RECEPTION

- Six (6) invitations to one (1) Spring VIP Event.

DIGITAL ENGAGEMENT (www.Powerw.org)

- Prominent logo recognition on website linked to desired URL.
- Champion Designation of one (1) Digital Feature such as Mentee Spotlight, Emerging Leaders, Financial Tips, Must Reads, Health/Fitness, Food/Wine or a concept to be designed with the brand. This feature will appear four (4) times.
- Opportunity to submit relevant content to the website.

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- Champion Designation of one (1) Social Feature such as Mentee Spotlight, Emerging Leaders, Financial Tips, Must Reads, Health/Fitness, Food/Wine or a concept to be designed with the brand. This feature will appear four (4) times per term.
- POWER will share/retweet relevant content from your corporate social channels a minimum of six (6) times per year.

INVESTMENT: \$10,000

VISIONARY SPONSOR BENEFITS

DESIGNATION

- Designation as Visionary Sponsor.
- Opportunity to promote your affiliation via your corporate materials, website and/or social channels.

BRAND RECOGNITION

- Prominent name/logo recognition on event emails and promotional materials for POWER Events.
- Name/logo recognition on static event signage at in person events.

EXECUTIVE MEMBERSHIPS

- Two (2) Executive Memberships (1-year term/each membership).

POWER EVENTS

- Unlimited access to all virtual events.
- For all other programs or events -
 - Up to two (2) complimentary event tickets.
 - Additional tickets may be purchased at discounted member rate.
- Opportunity to set-up an interactive display at six (6) in person events to promote product/services, distribute promotional materials and/or conduct a giveaway.
- Firm representation on panel events.

MENTORING PROGRAM

- Opportunity to submit one (1) complimentary mentoring circle nomination and submit up to 2 additional nominations at a discounted enrollment rate.
- Limit to two mentees per circle.

OTHER BENEFITS

- Access to the Round Tables for Women's Initiatives Leaders.
- Bulk discount on memberships.

SPRING EXCLUSIVE VIP RECEPTION

- Four (4) invitations to one (1) Spring VIP Event.

DIGITAL ENGAGEMENT (www.Powerw.org)

- Prominent logo recognition on website linked to desired URL.
- Opportunity to submit relevant content to the website.

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- POWER will share/retweet relevant content from your corporate social channels a minimum of four (4) times per year.

INVESTMENT: \$7,500

DIVERSITY SPONSOR BENEFITS

DESIGNATION

- Designation as Diversity Sponsor.
- Opportunity to promote your affiliation via your corporate materials, website and/or social channels.

BRAND RECOGNITION

- Prominent name/logo recognition on event emails and promotional materials for POWER Events.
- Name/logo recognition on static event signage at in person events.

EXECUTIVE MEMBERSHIPS

- Two (2) Executive Memberships (1-year term/each membership).

POWER EVENTS

- Unlimited access to all virtual events.
- For all other programs or events -
 - One (1) complimentary event ticket.
 - Additional tickets may be purchased at discounted member rate.

MENTORING PROGRAM

- Opportunity to submit one (1) complimentary nomination per mentoring circle.

OTHER BENEFITS

- Access to Roundtable of Women's Initiatives Leaders.
- Bulk discount on memberships.

SPRING EXCLUSIVE VIP RECEPTION

- Two (2) invitations to one (1) Spring VIP Event.

DIGITAL ENGAGEMENT (www.Powerw.org)

- Prominent logo recognition on website linked to desired URL.

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- POWER will share/retweet relevant content from your corporate social channels a minimum of one (1) time per year.

INVESTMENT: \$5,000

POWER SPONSOR BENEFITS

Companies with <50 Employees



TIER I \$3,500

DESIGNATION

- Designated as POWER Supporter.
- Opportunity to promote your affiliation via your corporate materials.

EXECUTIVE MEMBERSHIPS

- Two (2) Executive Memberships (1-year term/each membership).

POWER EVENTS

- Complimentary Access to all virtual events.
- For all other programs or events -
 - One (1) complimentary event ticket.
 - Additional tickets may be purchased at member rate.

MENTORING PROGRAM

- Ability to nominate one (1) mentee and receive 50% discount.

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- POWER will share/retweet relevant content from your corporate social channels a minimum of ten (10) times per year.

TIER II \$1,500

DESIGNATION

- Designation as POWER Supporter.
- Opportunity to promote your affiliation via your corporate materials.

EXECUTIVE MEMBERSHIPS

- One (1) Executive Memberships (1-year term/each membership).

POWER EVENTS

- Complimentary Access to all virtual events.
- For all other programs or events -
 - One (1) complimentary event ticket.
 - Additional Tickets may be purchased at member rate.

MENTORING PROGRAM

- Ability to nominate one (1) mentee and receive 25% discount.

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- POWER will share/retweet relevant content from your corporate social channels a minimum of five (5) times per year.

Event SPONSOR BENEFITS

DESIGNATION

- Designation as Event Sponsor for Chosen Event.
- Opportunity to promote your affiliation via your corporate materials, website and /or social channels.

BRAND RECOGNITION

- Prominent Name/logo recognition on event emails and promotional materials for chosen event.
- Name/logo recognition with PPT deck prior to presenting.

POWER EVENT

- Ability to Introduce Speaker/Panel at Sponsored Event.
- Ten (10) complimentary tickets to sponsored in person event.
- Unlimited access to sponsored **virtual** event.

OTHER BENEFITS

- Bulk discount on memberships.
- Access to other Power events at discounted Power member rate.

SPRING EXCLUSIVE VIP RECEPTION

- One (1) invitation to Spring VIP event.

DIGITAL ENGAGEMENT

- Prominent logo recognition on website linked to desired URL.

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- POWER will share/retweet relevant content from your corporate social channels a minimum of five (10) times per year.

INVESTMENT: \$3,500

CAREER CONVERSATION SPONSOR BENEFITS

DESIGNATION

- Designation as Career Conversation (“CC”) Sponsor for 5 (five) CC Events.
- Opportunity to promote your affiliation via your corporate materials, website and /or social channels.

BRAND RECOGNITION

- Prominent Name/logo recognition on event emails and promotional materials for chosen event.
- Name/logo recognition with PPT deck prior to presenting.

POWER EVENTS

- Ability to Introduce Speaker/Panel at each sponsored Career Conversation event.
- Unlimited complimentary tickets for virtual Career Conversation Events.
- Two complimentary Tickets for other POWER Events.

SPRING EXCLUSIVE VIP RECEPTION

- One (1) invitation to Spring VIP Event.

DIGITAL ENGAGEMENT (www.Powerw.org)

- Prominent logo recognition on website linked to desired URL.

SOCIAL ENGAGEMENT (Facebook, Twitter, LinkedIn)

- POWER will share/retweet relevant content from your corporate social channels a minimum of five (5) times.

MEMBERSHIPS

5 (five) POWER Professional memberships or two (2) Executive memberships.

INVESTMENT: \$10,000