

# 15<sup>th</sup> Annual WOMEN BUSINESS SUMMIT



**JULY 30-31, 2020**  
VIRTUAL EXPERIENCE



**THURSDAY, JULY 30TH:**  
**6 PM - 8 PM**  
**FRIDAY, JULY 31ST:**  
**8 AM - 1 PM**

Book your tickets at [www.wibsummit.com](http://www.wibsummit.com)



# Our Mission

To develop a community of strong female professionals and entrepreneurs by providing quality programming and resources in an environment that promotes learning.

## WHO ATTENDS WIB SUMMIT:

Diverse women who are part-time or full-time entrepreneurs, or professionals, who are looking to change their lives in a positive direction through learning, inspiration, and genuine connections with other female leaders.

## Why WIB Summit?

**EMPLOYEE DEVELOPMENT** This conference provides an opportunity to invest in the professional development of yourself or your employees.

**INCENTIVE** Tickets to WIB Summit can be offered as a reward to your top performers or to employees who you would like to recognize for their outstanding work.

**FEMALE-FOCUSED EVENT** Women make up 51 percent of the work force with 40.6 percent working in management. WIB Summit is tailored to address the needs of this segment with a mission to develop strong female leaders.

**IN GOOD COMPANY** Companies who have supported WIB Summit include: Kaman Corporation; OneDigital; William Caspar Graustein Memorial Fund; Travelers; GE; Metropolitan District; Corporation for Independent Living; UConn School of Business; Goodwin College; Aetna and State Farm.



# AGENDA

**Thursday, July 30, 2020 | 6 pm - 8 pm**

VIP Reception featuring WIB Summit  
Speakers and DJ Q-Boogie and DJ Ronn Perez

**Friday, July 31, 2020 | 8 am - 12 pm**

- Welcome
- Morning Keynote
- 7 Education Sessions
- Sponsor highlights and Breaks
- Closing Keynote



**UConn**  
SCHOOL OF BUSINESS

**WOMEN'S  
LEADERSHIP**  
::: MassMutual BRG





# Community Focus

Each year WIB Summit spotlights a local charity to help build awareness and provide support of goods and/or cash donations for the organization.

In 2020, WIB Summit has selected **Girls For Technology**. Their mission is to "empower the next generation of girls to explore opportunities to become tomorrow's leaders in Science, Technology, Engineering, and Math."

Girls for Technology is a 501(c)(3) organization that was founded in 2015 by Sabrina Tucker- Barrett, and Anthony Barrett. Girls For Technology is accomplishing its mission by providing After-School, Saturday Math & Science Academy, and Workshops for underserved, underrepresented adolescent girls."

In the past we've also supported: CIL's AccesSolutions program; The Ana Grace Project; Dress for Success Springfield; Dress for Success Hartford; GoodWorks; My Sister's Place; YWCA Hartford Region; Prudence Crandall, and Junior Achievement of Southwest New England.

We are excited to provide an additional platform for our audience to learn about these organization and provide support for their services. A portion of the profits from the 15th Annual Women in Business Summit will be donated to Girls For Technology. By supporting WIB Summit you are helping us to have a positive impact on the women who attend the conference as well as our efforts to support non-profit organizations in our community



# SPONSOR BENEFITS/PACKAGES

## Host Sponsor \$7,500

- 16 Event Tickets
- Ad in Digital Program Book
- 30 second video Commercial
- Company logo and link on WIB Summit website thru Dec. 2020

### **Recognition:**

- Social media: LinkedIn, Facebook and Twitter
- Recognition in online e-Marketing
- Sponsor logo on virtual event banner
- Company acknowledgement during opening and closing remarks

## Presenting Sponsor \$4,000

- 5 Event Tickets
- Ad in Digital Program Book
- Company logo and link on WIB Summit website thru Dec. 2020

### **Recognition:**

- Social media: LinkedIn, Facebook and Twitter
- Recognition in online e-Marketing
- Sponsor logo on virtual event banner
- Company acknowledgement during opening and closing remarks

## Small Business \$1,000

- 2 Event Tickets
- Ad in Digital Program Book

### **Recognition:**

- Social media: LinkedIn, Facebook and Twitter
- Recognition in online e-Marketing
- Sponsor logo on virtual event banner
- Company acknowledgement during opening and closing remarks

## Virtual Exhibitor \$350

- AD featured in WIB Summit program book
- Banner Ad featured during WIB Summit Virtual Event

"The Women in Business Summit is the necessary next step beyond networking. It is focused on the 'how to and with who' implementation of strategies and elevation of women in business."

- Valerie Coleman Morris

Author and former CNN Business Anchor

☐ YES! I would like to sponsor the 15th Annual Women in Business Summit.  
Thursday, July 30th - Friday, July 31, 2020.

Name:

Title:

Company:

Address:

City/State/Zip:

Phone:

E-mail:

Signature/Date:

***Sponsorship Level:***

Host Sponsor	Presenting Sponsor	Small Business	Virtual Exhibitor
\$7,500	\$4,000	\$1,000	\$350
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Other Contacts:*

To maximize sponsorship recognition, sponsorship recognition begins as soon as confirmation is received. Please submit a high-resolution company logo, Program Book Ad and or 30 second commercial to [kzullo@eventsofjoy.com](mailto:kzullo@eventsofjoy.com), Program Ad Deadline is June 30, 2020.

Checks payable to: Events of Joy  
Mail to: P.O. Box 1324, Easthampton, MA 01027

Questions? Contact Kisha Zullo at [kzullo@eventsofjoy.com](mailto:kzullo@eventsofjoy.com).  
Phone: 413-237-0274 [www.wibsummit.com](http://www.wibsummit.com)