

Soaring to New Heights 2021



Virtual
LEADERSHIP SUMMIT II
August 9 - 13, 2021



**2021 SPONSORSHIP
PROSPECTUS**



Dear Valued Partner,

I am excited to share this 2021 Sponsorship Prospectus for Federally Employed Women (FEW) with you. The Virtual Leadership Summit II (VLS) is our premiere training event for government employees including military. It brings together the best and brightest minds in the private and federal sector for career development. Our theme this year is “Soaring to New Heights” and that is exactly what will happen to your business by investing in our network.

FEW is an organization on the cutting edge of ingenuity and training at the Virtual Leadership Summit II (VLS) virtually, August 9-13, 2021. You can expect for your sponsorship with FEW to meet your expectations and excel even higher for the benefit of you and the women and men who participate in our training program.

Our theme is “Soaring to New Heights” which echoes is our commitment to our mission, the advancement of women and the relationships we have built over the years. FEW believes in mutually beneficial partnership, thus, I along with the National Board of Directors encourage you to review our package and become a partner today.

FEW is driven by our mission to end sex and gender discrimination, to encourage diversity for inclusion and equity in the workplace and for the advancement and professional growth of women in federal service. As a sponsor of FEW, you will play as an integral part of meeting our mission. And there are many advantages for you too. At the VLS your company will benefit from our uniquely targeted audience, each promotional package with FEW grants an abundant return on investment beyond the scope of this event alone, including being a part of the best marketing ecosystem.

Although our world as we know it has changed, FEW has not. Last year we held our very first Virtual Leadership Summit (VLS) due to the Covid-19 pandemic. It was a graphically appealing interface training program that had over 1,000 registrant attend, 100+ training sessions offered, and supported a diverse, equitable, well-trained workforce. With your support this year, we will return to onsite training and will be our best program yet.

I thank you in advance for partnering with FEW and I look forward to seeing you in Houston!

Sincerely,

Karen M. Rainey
National President

WHO WE ARE!

Federally Employed Women (FEW) is a private, non-profit organization founded in 1968 after the issuance of Executive Order 11375 that added sex to the prohibited discriminations within the federal government. FEW is a membership organization working towards the advancement of women in federal service. FEW has grown into a proactive organization serving more than one million federally employed women both in the military and civilian workforce.

FEW's Virtual Leadership Summit II (VLS) is designed for all corporate, public, private and federal employees, including military personnel, in a myriad of positions and at all managerial and supervisory levels. We have incorporated the Office of Personnel Management's five important leadership competencies into our curriculum.

The training of federal employees for career enhancement and improved public service has been one of FEW's primary objectives since its inception, and the VLS is a major component of that program. Courses target entry-level employees as well as senior decision and policy-makers in the federal, private and military sectors. Each year over 1,000+ attendees come from across the United States, including Puerto Rico and the Virgin Islands, for this unprecedented training and networking opportunity.

FEW empowers women through advocacy, leadership and training. Our nonpartisan, nonprofit organization has more than 3,500 members and supporters across the United States.

Outlined in this prospectus is specific information regarding sponsorship for FEW's VLS II which will be held August 9-13, 2021.

As a Sponsor of FEW, your company will gain access to a uniquely targeted audience. Each specialized sponsorship package is designed to build return on your investment by extending your brand, creating positive Public Relations and media coverage while allowing you the opportunity to continue outreach efforts to prospective customers beyond the scope of this event.

Be a part of the largest training opportunity in the world for women in federal employment. Promote your organization to the VLS participants and FEW's members. Information on the specific sponsorship opportunities for this premier leadership event is provided in the pages that follow. In addition, other custom opportunities exist.

DEMOGRAPHICS

VLS Overview:

1,000,000+ Federal and Military Civilian Employees Nationwide
3,500+ Readers of NEWS & VIEWS on-line newsletter
9,000+ Federal Employees in the selected site location
3,500+ FEW Members Nationwide and Abroad;
1000 VLS Attendees in 2021
100+ Sponsors and Exhibitors
3000+ Program advertisement book views

Age Range:

25 - 67

Residence:

.1 % of federal employees reside in the Great Lakes, D.C., Mid Atlantic and Southeast Regions

Median Household Income:

\$71,000 - \$155,000

Special Event Program:

Welcome Reception, President's Reception, Chapter Leadership Forum, Compliance Focus Area Luncheon, STEM Program Day Product Demonstrations and more...

Media Coverage:

40 Registered Media (Radio, Print, TV)
Media Hits, Social Media Posts and Listings
Website visits from FEW Members and Federal Employees throughout the United States

Career Fields:

Federal, Military and Private Sector - Senior Management Officials, Accountants, Computer Specialists, Engineers, Scientists, Diversity Managers, Human Resource Specialists, Training Specialists, Safety Specialists, Information Technology Security professionals and more

Number of Household Vehicles:

2.5

Past Exhibitors/Sponsors (Federal Agencies):

Bureau of Alcohol, Tobacco, Firearms and Explosives
Defense Intelligence Agency
Defense Security Service
Department of Homeland Security
Department of Homeland Security /Immigration & Customs Enforcement
Department of Treasury
Department of Veterans Affairs
Equal Employment Opportunity Commission
Federal Aviation Administration
Federal Deposit Insurance Corporation
Federal Managers Association
Federal Retirement Thrift Investment Board
Food and Drug Administration
Internal Revenue Service

National Cemetery Administration
National Geospatial-Intelligence Agency
National Park Service
Office of Personnel Management (OPM)
Peace Corps
Transportation Security Administration
United States Army National Guard
United States Marshall Service
United States Department of Agriculture
United States Department of Agriculture Food Safety & Inspection Service
United States Department of Justice
United States Department of the Navy
United States Drug Enforcement Administration
United States Secret Service

Past Exhibitors/Sponsors (Private/Public Sectors):

Aetna
Applied Learning Solutions
Blue Cross Blue Shield
Compass Rose Benefits
Fed Advantage
FedChoice Credit Union
Federal Employee Benefits Advocates
Federal Employee Defense Services, Inc.
Federal Employee Education & Assistance Fund (FEEA)
Federal Long Term Care Partners, LLC
FGEBA, Inc. (Aflac)
First Command Financial Services
GEICO
GEHA
General Motors
Georgetown University
Globe Life Insurance
GovLoop.Com
Grantham University
Graduate School USA
Hope Children Center International IHC Financial Group
In First Federal Credit Union

Kaiser Permanente
League of Black Women
National Active & Retired Federal Employees (NARFE)
Management Concepts
Professional Woman's Magazine
Prudential Financial Services
Regis University College for Professional Studies
Science Applications International Corporation (SAIC) Crane Operations
Shaw, Bransford & Roth
The American Women's College of Baypath University
The Benefit Coordinators
Tri-Star Engineering
Tully Rinckey PLLC Attorneys & Counselors at Law
United Health Care
WAEPA

WHY SPONSOR?

Reasons why your business should be sponsoring

Put Your Business in the Spotlight.

Having a presence at our program positions you and your business as an authority in your industry. You gain respect and credibility by standing out from the pack of attendees and prominently displaying your products and marketing materials. Instead of just attending the event and looking for people to share your business card with, sponsorship brings attendees who are eager to find out about your business directly to you.

Get in front of your Target Market

The VLS Committee is spending time marketing the training program to your target audience, bringing these attendees into the room. Your job is to come prepared to take full advantage of this opportunity by making sure you create eye-catching, professional signs, marketing materials and product displays that draw attendees to you.

Lead Generation and New Contacts

Be sure to have some sort of lead generation system in place during the days of the program. People will give up business cards and email addresses in exchange for a chance to win a great prize in a draw, samples or even chocolates and other promotional item giveaways.

Get Your Brand Noticed

Being featured in the program book of the FEW training program, on the website with your logo and having an item in the gift bags are all great ways to leverage your sponsorship and get brand recognition.

New Clients, New Customers, New Business

Not only are the attendees of the VLS potential new clients and customers, so are your fellow sponsors and vendors! You can form new business partnerships, meet like-minded business professionals in complimentary businesses with which you share the same target market but are not in competition.

Give attendees a “taste” of your business

Bringing samples to the VLS as giveaways is a terrific way to capture the attention of attendees. Be creative and think of out-of-the-box ways to stand out. By sharing a sample or trial offer of your product, you engage attendees and increase your chances of turning them into new customers...

Market Your Business Inexpensively

We all know how much advertising your business can cost. It can run into a thousand dollars or more to place an ad in a well-known local publication that will appear only once! Spending that same amount or less as a sponsor or vendor at the VLS is a much wiser investment that will bring a greater return on investment. Remember, you will be in the same room with hundreds of attendees who are your target market. By leveraging the VLS to your advantage, there will be no limit on your potential ROI.

SPONSORSHIP CATEGORIES

FEW's National Events Program major sponsorship is a coveted opportunity that allows corporations to engage in a variety of prominent branding activities, receiving significant recognition and options for participation. As a major sponsor, a corporation demonstrates its commitment to the mission of the FEW while being a philanthropic leader. There are different levels of sponsorship available, all of which give your company the opportunity to directly engage in solutions for issues that affect military and civilian employed women.

FEW encourages its corporate partners to consider major sponsorship, as this level of support provides a full VLS experience while advancing the meaningful work of FEW.

Major sponsorship options are listed below. Please note that these sponsorship packages can be specifically tailored for individual companies and include access to a range of events throughout the event. Please contact the sponsorship team to discuss prices and other details. All sponsorships Company/Organization name and logo will be listed in the VLS Souvenir Journal, Company name and logo on-site program materials, logo with active hyperlink to your website on the FEW's website and logo/link on the VLS homepage.

DIAMOND SPONSOR - (\$50,000 AND UP)

- Company/Organization name and logo listed in the VLS Souvenir Program Book
- Logo with active hyperlink to your website from the FEW's website homepage
- Prominent signage in the Virtual Lobby and FEW Special Events throughout the VLS
- **One (1)** Reserved ticket for company representative at a FEW VLS Special Event
- **Two (2)** Articles published in FEW's News & Views e-Newsletter throughout the year
- **Two (2)** E-mail blast messages to FEW's membership (provided by your company and approved by FEW)
- **One (1)** 30-Minute Webinar open to FEW membership (\$1000 value)
- **Four (4)** Full VLS Registrations (\$2800 value)
- **One (1)** Full page VLS Souvenir Program Book ad (camera-ready artwork provided by you) (\$1000 value)
- **One (1)** Additional marketing insert placed at the FEW Membership and Information Desk (\$2000 value)
- **One (1)** Single-Size Virtual Exhibit Booth (\$1600 value)
- 15% discount on additional virtual booth space
- Acknowledgement as a Sponsor on press release and on our Facebook, Instagram and Twitter page

EMERALD SPONSOR - (\$30,000 - \$49,999)

- Company/Organization name and logo listed in the VLS Souvenir Program Book
- Logo with active hyperlink to your website from the FEW's website homepage
- Prominent signage in the Lobby and FEW Special Events throughout the VLS
- **One (1)** Reserved ticket for company representative at a FEW VLS Special Event
- **Two (2)** Articles published in FEW's News & Views e-Newsletter
- **Two (2)** E-mail blast messages to FEW memberships throughout the year (provided by your company and approved by FEW)
- **Three (3)** Full VLS Registrations (\$2100 value)
- **One (1)** Full page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$1000 value)
- **One (1)** Additional marketing insert placed at the FEW Membership and information Desk (\$2000 value)
- **One (1)** Single-Size Virtual Exhibit Booth (\$1600 value)
- 10% discount on additional virtual booth space
- Acknowledgement as a Sponsor on press release and on our Facebook page

RUBY SPONSOR - (\$20,000-\$29,999)

- Company/Organization name and logo listed in the VLS Souvenir Program Book
- Logo with active hyperlink to your website from the FEW's website homepage
- **Two (2)** Reserved tickets for company representatives at a FEW VLS Special Event
- Prominent signage in the Virtual Lobby and FEW Special Events throughout the VLS
- **One (1)** Article published in FEW's News & Views e-Newsletter
- **One (1)** E-mail blast message to FEW's VLS registrants (provided by your company and approved by FEW)
- **Two (2)** Full VLS Registrations (\$3000 value)
- Full page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$1000 value)
- **One (1)** Additional marketing insert placed at the FEW Information Desk (\$1000 value)
- **One (1)** Single-Size Virtual Exhibit Booth (\$1600 value)
- 5% discount on additional booth space

SAPPHIRE SPONSORS - (\$15,000-\$19,999)

- Company/Organization name and logo listed in the VLS Souvenir Program Book
- Logo with active hyperlink to your website from the FEW's website homepage
- **One (1)** Reserved ticket for company representative at a FEW VLS Special Event
- Logo Displayed on Virtual Platform during the VLS
- **One (1)** Article published in FEW's News & Views E-Newsletter
- **One (1)** Full VLS Registration (\$700 value)
- **One (1)** Half page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$500 value)
- **One (1)** VLS Eblast sent to VLS registrants (provided by your company) (\$500 value)
- **One (1)** Single-Size Virtual Exhibit Booth (\$1600 value)

GOLD SPONSORS - (\$10,000-\$14,999)

- Company/Organization name and logo listed in the VLS Souvenir Program Book
- Logo with active hyperlink to your website from the FEW's website Partner's page
- **One (1)** Reserved ticket for company representative at a FEW Special Event
- Logo Displayed on Virtual Platform during the VLS
- **One (1)** Full VLS Registration (\$700 value)
- **One (1)** Half page VLS Souvenir journal ad (camera-ready artwork provided by your company) (\$500 value)
- **One (1)** VLS Eblast sent to VLS registrants (provided by your company) (\$500 value)
- **One (1)** Single-Size Virtual Exhibit Booth (\$1600 value)

SILVER SPONSORS - (\$5,000-\$9,999)

- Company/Organization name and logo listed in the VLS Souvenir Program Book
- Logo with active hyperlink to your website on the FEW's website Partner's page
- **One (1)** Reserved ticket for company representative at a FEW Special Event
- Logo Displayed on Virtual Platform during the VLS
- **One (1)** Article published in FEW's News & Views e-Newsletter
- **One (1)** Quarter page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$250 value)
- **One (1)** Single-Size Virtual Exhibit Booth (\$1600 value)

BRONZE SPONSORS - (\$1,000-\$4,999)

- Company/Organization name and logo listed in the VLS Souvenir Program Book
- Logo with active hyperlink to your website on the FEW's VLS website
- **One (1)** Reserved ticket for company representative at a FEW Special Event
- **One (1)** Full VLS Registration (\$700 value)
- Logo Displayed on Virtual Platform during the VLS
- **One (1)** Eighth page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$125 value)

FRIEND OF FEW - (\$500-\$999)

- Company/Organization name and logo listed in the VLS Souvenir journal
- **One (1)** Reserved ticket for company representative at a FEW Special Event
- **One (1)** Eighth VLS Souvenir Program Book ad (camera-ready artwork provided by you) (\$125 value)

Customized Limited Sponsorship Opportunities

We also invite sponsors, in addition to their basic sponsorship, to sponsor a specific part of the VLS. Here are some of the opportunities available. Please contact the sponsorship team to discuss prices and other details.

FOCUS AREA SPONSOR (3 AVAILABLE) - \$25,000

Be a part of the premier annual event for FEW's Focus Area and enjoy extensive visibility for your company or organization and other exciting benefits. This luncheon features a distinguished guest speaker and attendance by FEW's National Board of Directors, Chapter Presidents, NCEPS Partners, Federal Government Senior Leadership, all VLS Attendees, VIP Sponsors, Media, Past National Presidents and other Special Guests. This sponsorship level allows you to play an integral part of this Focus Area event by offsetting the overhead costs for this event. Focus Area Luncheon sponsorship includes:

- 5-Minute Open Remarks as Focus Area Key Sponsor
- Logo with active hyperlink to your website from the FEW's website homepage
- Prominent signage in the Lobby and FEW Special Events throughout the VLS
- Listing on Sponsorship page in VLS Souvenir Program Book
- Acknowledgement from the stage during the luncheon program
- **Two (2)** Reserved tickets for company representatives at a FEW Special Event
- **Two (2)** Full VLS Registrations (\$3000 value)
- **One (1)** Half page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$500 value)
- **One (1)** Additional marketing insert placed at the FEW Information Desk (\$1000 value)
- **One (1)** Single-Size Exhibit Booth (\$1600 value)

VLS REGIONAL PORTFOLIO (EXCLUSIVE) - \$10,000

The VLS Portfolio is the perfect opportunity for your company to reach all attendees of the VLS. Each portfolio comes with a notepad of paper that will be mailed and available to all participants who have registered for the VLS. The Sponsor will have their logo strategically placed for maximum brand building and recognition alongside of FEW's logo.

- Official recognition as VLS Portfolio Sponsor at all FEW Special Events
- Sponsor logo printed on every portfolio distributed via mail to all attendees (**minimum of 1000**)
- **One (1)** E-mail blast message to FEW's VLS registrants (provided by your company and approved by FEW)
- **One (1)** Additional marketing insert placed at the FEW Information Desk (\$1000 value)
- **One (1)** Reserved ticket for company representative at a FEW Special Event
- **One (1)** Full VLS Registration (\$1500 value)
- **One (1)** Quarter-page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$250 value)
- Listing on Sponsorship page in VLS Souvenir Program Book

MEDIA SPONSOR - \$10,000

Media Sponsorships are a great way to cross promote. Media Sponsorships allow us to expand the exposure of our event. Our advertising campaign included national and local newspapers, magazine articles, television promotion, radio promotion various online sources (website, event calendars, and blogs), social media (Facebook, Twitter) and much more! Media sponsorship includes:

- Official recognition as Media Sponsor
- Logo with active hyperlink to your website from the FEW's website partners' page
- **One (1)** Reserved ticket for company representative at a FEW Special Event
- Invitation to attend other Special Events
- Listing on Sponsorship page in VLS Souvenir Program Book
- **One (1)** Full VLS Registration (\$1500 value)
- **One (1)** Half-page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$500 value)
- **One (1)** Additional marketing insert placed at the FEW Information Desk (\$1000 value)
- **One (1)** Single-Size Virtual Exhibit Booth (\$1600 value)

HEALTH FAIR OUTREACH PROGRAM – \$10,000

The VLS Health Fair is a pivotal part of our Outreach Program is an educational and interactive event to support health checks, awareness and preventative methods. The fair is the perfect opportunity for your company support outreach of basic preventive medicine and medical screening to employees at work in conjunction with workplace wellness. The Health Fair Outreach Program sponsorship includes:

- Official recognition and signage as Health Fair Sponsor
- **One (1)** Additional marketing insert placed at the FEW Information Desk (\$1000 value)
- Recognition at a FEW Special Events
- Listing on Sponsorship page in VLS Souvenir Program Book
- **One (1)** Reserved ticket for company representative at a FEW Special Event
- **One (1)** Full VLS Registration (\$1500 value)
- **One (1)** Half-page VLS Souvenir Program Book ad (camera-ready artwork provided by your company) (\$500 value)
- **One (1)** Additional marketing insert placed at the FEW Information Desk (\$1000 value)

SPONSORSHIP APPLICATION

FEDERALLY EMPLOYED WOMEN
VIRTUAL LEADERSHIP SUMMIT II
August 9-13, 2021

COMPANY NAME:	
ADDRESS:	
CITY / STATE / ZIP CODE:	
YOUR NAME:	
YOUR EMAIL:	
YOUR TELEPHONE NUMBER:	
YOUR FAX NUMBER:	

SPONSORSHIP PACKAGES – MAJOR CATEGORIES

CHECK HERE	SPONSORSHIP SELECTION	YOUR DONATION \$	COMMENT
	DIAMOND SPONSORS (\$50,000 AND UP)		
	EMERALD SPONSORS (\$30,000 - \$49,999)		
	RUBY SPONSORS (\$20,000 - \$29,999)		
	SAPPHIRE SPONSORS (\$15,000 - \$19,999)		
	GOLD SPONSORS (\$10,000 - \$14,999)		
	SILVER SPONSORS (\$5,000 - \$9,999)		
	BRONZE SPONSORS (\$1,000 - \$4,999)		
	FRIEND OF FEW SPONSORS (\$500 - \$999)		
	Additional Information		

SPONSORSHIP OPPORTUNITIES –CUSTOMIZED LIMITED CATEGORIES

CHECK HERE	SPONSORSHIP SELECTION	YOUR DONATION \$	COMMENT
	FOCUS AREA SPONSOR (3 AVAILABLE) (\$25,000)		
	VLS REGIONAL PORTFOLIO (EXCLUSIVE) (\$10,000)		
	MEDIA SPONSOR (\$10,000)		
	HEALTH FAIR OUTREACH PROGRAM (\$10,000)		
	IN-KIND SPONSORSHIP (PLEASE DESCRIBE): _____	ESTIMATED VALUE \$	

***PAYMENT METHOD**

CHECK HERE	OPTION	YOUR DONATION \$		COMMENT
	WILL MAIL A CHECK			
	PLEASE CHARGE MY CREDIT CARD			
	CREDIT CARD TYPE:	VISA	MASTERCARD	DISCOVER
	ACCOUNT NUMBER:			
	EXPIRATION DATE:		CVV CODE:	
	NAME ON CARD:			
	YOUR SIGNATURE:			

***Invoice or Purchase Order:**

A confirmation receipt will be sent for selected category five (5) business days after receipt of the Sponsorship Application. Please indicate the individual's name and job title, company address, telephone and email to receive the invoice or purchase order if different from the individual listed on the registration.

This document will be the receipt for all In-Kind Sponsorship donations. Please be sure to describe the type and estimated value in the In-Kind Sponsorship Section of this Application.

Please submit Application with payment by:

Mail - Federally Employed Women
P.O. Box 75551
Baltimore, MD 21275-5551

OR

E-Mail - NTPevents@few.org (credit card only)

Phone – 800-609-9669

CONTACT US

For more information on opportunities available for sponsors, exhibitors and advertisers please contact the conference organizers by phone at (703) 919-3049.

Caronell “Nell” LeMalle-Diew

FEW National Special Assistant for Sponsors and Partners

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