



2023

SPONSORSHIP PROSPECTUS

LevelingUP
For Success

Ready, Set, Grow!



FEW

Working for the Advancement
of Women in the Government Since 1968



Greetings Potential Sponsor,

Federally Employed Women (FEW) is pleased to share our 54th National Training Program (NTP) 2023 Sponsorship Prospectus with you. Our NTP will be held at the Hilton Downtown Columbus Hotel in Columbus, Ohio on July 9-13, 2023. FEW's NTP provides more than 80 focused, relevant, and thought-provoking career development courses for Government workers. Our theme this year is "Leveling Up For Success: Ready, Set, Grow!" Leveling up simply means providing premiere training opportunities to assist our attendees with advancing their professional and personal lives to the next level.

We are excited to partner with the City of Columbus and Experience Columbus for many reasons including the town's vibrant and youthful arts scene, its rich technology industry, a firm commitment to social justice causes including socio-economic advancement for underrepresented groups, and a visible plan to establish equity in the community.

We hope you will be part of this major milestone. As a Sponsor, you will gain access to FEW's membership from across the United States, and more than 700 Federal Government and private sector employees who attend our premiere training event.

For those of you who have supported FEW in previous years, we appreciate your loyalty and hope you will continue this journey with us in July 2023. If this is your first introduction to FEW, you are in for an awesome NTP experience. We look forward to welcoming you as a valued Partner, Sponsor and/or Exhibitor.

I look forward to seeing you in July 2023!

Sincerely,

Pamela H. Richards

National President

WHO WE ARE!

Federally Employed Women (FEW) is a private, nonprofit 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 National Training Program (NTP) 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 NTP 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 more than 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 3,000 members and supporters across the United States.

Outlined in this prospectus is specific information regarding sponsorship for FEW's NTP, which will be held in July 2023.

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 NTP 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



NTP Overview

- ✓ 1,000,000+ Federal and Military Civilian Employees Nationwide
- ✓ 3,500+ Readers of *NEWS & VIEWS* Online Newsletter
- ✓ 9,000+ Federal Employees in the Selected Site Location
- ✓ 3,500+ FEW Members Nationwide and Abroad
- ✓ 1,000 NTP Attendees in 2022
- ✓ 100+ Sponsors and Exhibitors
- ✓ 3,000+ Program Book Views



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) Hits, Social Media Posts and Listings

Website Visits from FEW Members and Federal Employees Throughout the United States



Age Range

25 - 67

Residence

76.1% of federal employees reside in the Great Lakes, D.C., Mid Atlantic and Southeast Regions

Median Household Income
\$71,000 - \$155,000

Number of Household Vehicles
2.5



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

PAST EXHIBITORS/SPONSORS

Past Exhibitors/Sponsors (Federal Agencies)

Bureau of Alcohol, Tobacco, Firearms and Explosives	National Cemetery Administration
Defense Intelligence Agency	National Geospatial-Intelligence Agency
Defense Security Service	National Park Service
Department of Homeland Security	Office of Personnel Management (OPM)
Department of Homeland Security /Immigration & Customs Enforcement	Peace Corps
Department of Treasury	Transportation Security Administration
Department of Veterans Affairs	United States Army National Guard
Equal Employment Opportunity Commission	United States Marshall Service
Federal Aviation Administration	United States Department of Agriculture
Federal Deposit Insurance Corporation	United States Department of Agriculture Food Safety & Inspection Service
Federal Managers Association	United States Department of Justice
Federal Retirement Thrift Investment Board	United States Department of the Navy
Food and Drug Administration	United States Drug Enforcement Administration
Internal Revenue Service	United States Secret Service

Past Exhibitors/Sponsors (Private/Public Sectors)

Aetna	Graduate School USA
Affordable Benefits Solutions	Hope Children Center International
Applied Learning Solutions	IHC Financial Group
Blue Cross Blue Shield	In First Federal Credit Union
Compass Rose Benefits	Kaiser Permanente
Fed Advantage	League of Black Women
FedChoice Credit Union	National Active & Retired Federal Employees (NARFE)
Federal Employee Benefits Advocates	Management Concepts
Federal Employee Defense Services, Inc.	Professional Woman's Magazine
Federal Employee Education & Assistance Fund (FEEA)	Prudential Financial Services
Federal Long Term Care Partners, LLC	Regis University College for Professional Studies
FGEBA, Inc. (Aflac)	Science Applications International Corporation (SAIC)
First Command Financial Services	Crane Operations
GEICO	Shaw, Bransford & Roth
GEHA	The American Women's College of Baypath University
General Motors	The Benefit Coordinators
Georgetown University	Tri-Star Engineering
Globe Life Insurance	Tully Rinckey PLLC Attorneys & Counselors at Law
GovLoop.Com	United Health Care
Grantham University	WAEPA

WHY SPONSOR FEW?

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 NTP 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 NTP potential new clients and customers, so are your fellow sponsors and vendors! You can form new business partnerships, meet like-minded business professionals in complementary 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 NTP 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 NTP 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 NTP to your advantage, there will be no limit on your potential ROI.

SPONSORSHIP CATEGORIES

FEW's NTP 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 NTP 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 NTP. Please contact the sponsorship team to discuss prices and other details. All sponsors' Company/Organization name and logo will be listed in the NTP Souvenir Journal and on-site program materials. Sponsors will also receive a logo/link on the FEW's website and logo/link on the NTP homepage.

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

- Company/Organization name and logo listed in the NTP Souvenir 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 NTP
- One (1) Reserved ticket for company representative at a FEW NTP Special Event
- Two (2) Articles published in FEW's *News & Views* e-newsletter throughout the year
- Two (2) Email blast messages to FEW's membership (provided by your company and approved by FEW)
- One (1) 30-Minute Webinar open to FEW membership (\$1,000 value)
- Four (4) Full NTP Registrations (\$6,000 value)
- One (1) Full-page NTP Souvenir Journal Ad (camera-ready artwork provided by you) (\$1,000 value)
- One (1) Additional marketing insert placed at the FEW Membership and Information Desk (\$2,000 value)
- One (1) Single-Size Exhibit Booth (\$1,600 value)
- 15% discount on additional booth space
- Acknowledgement as a Sponsor on a press release and on our Facebook, Instagram and Twitter page

SPONSORSHIP CATEGORIES

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

- Company/Organization name and logo listed in the NTP Souvenir 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 NTP
- One (1) Reserved ticket for company representative at a FEW NTP Special Event
- Two (2) Articles published in FEW's *News & Views* e-newsletter
- Two (2) Email blast messages to FEW memberships throughout the year (provided by your company and approved by FEW)
- Three (3) Full NTP Registrations (\$4,500 value)
- One (1) Full-page NTP Souvenir Journal Ad (camera-ready artwork provided by your company) (\$1,000 value)
- One (1) Additional marketing insert placed at the FEW Information Desk (\$1,000 value)
- One (1) Single-Size Exhibit Booth (\$1,600 value)
- 10% discount on additional booth space
- Acknowledgement as a Sponsor on a press release and on our Facebook page

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

- Company/Organization name and logo listed in the NTP Souvenir journal
- Logo with active hyperlink to your website from the FEW's website homepage
- Two (2) Reserved tickets for company representatives at a FEW NTP Special Event
- Prominent signage in the Lobby and FEW Special Events throughout the NTP
- One (1) Article published in FEW's *News & Views* e-newsletter
- One (1) Email blast message to FEW's NTP registrants (provided by your company and approved by FEW)
- Two (2) Full NTP Registrations (\$3,000 value)
- Full-page NTP Souvenir Journal Ad (camera-ready artwork provided by your company) (\$1,000 value)
- One (1) Additional marketing insert placed at the FEW Information Desk (\$1,000 value)
- One (1) Single-Size Exhibit Booth (\$1,600 value)
- 5% discount on additional booth space

SPONSORSHIP CATEGORIES

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

- Company/Organization name and logo listed in the NTP Souvenir journal
- Logo with active hyperlink to your website from the FEW's website homepage
- One (1) Reserved ticket for company representative at a FEW NTP Special Event
- Logo Displayed on Signage during the NTP
- One (1) Article published in FEW's News & Views e-newsletter
- One (1) Full NTP Registration (\$1,500 value)
- One (1) Half-page NTP Souvenir Journal Ad (camera-ready artwork provided by your company) (\$500 value)
- One (1) NTP Eblast sent to NTP registrants (provided by your company) (\$500 value)
- One (1) Single-Size Exhibit Booth (\$1,600 value)

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

- Company/Organization name and logo listed in the NTP Souvenir journal
- 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 Signage during the NTP
- One (1) Full NTP Registration (\$1,500 value)
- One (1) Half-page NTP Souvenir Journal Ad (camera-ready artwork provided by your company) (\$500 value)
- One (1) NTP Eblast sent to NTP registrants (provided by your company) (\$500 value)
- One (1) Single-Size Exhibit Booth (\$1,600 value)



SPONSORSHIP CATEGORIES

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

- Company/Organization name and logo listed in the NTP Souvenir journal
- 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 Signage during the NTP
- One (1) Article published in FEW's News & Views e-newsletter
- One (1) quarter-page NTP Souvenir Journal Ad (camera-ready artwork provided by your company) (\$250 value)
- One (1) Single-Size Exhibit Booth (\$1,600 value)

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

- Company/Organization name and logo listed in the NTP Souvenir journal
- Logo with active hyperlink to your website on the FEW's NTP website
- One (1) Reserved ticket for company representative at a FEW Special Event
- One (1) Full NTP Registration (\$1,500 value)
- Logo Displayed on Signage during the NTP
- One (1) Eighth-page NTP Souvenir journal ad (camera-ready artwork provided by your company) (\$125 value)

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

- Company/Organization name and logo listed in the NTP Souvenir journal
- One (1) Reserved ticket for company representative at a FEW Special Event
- One (1) Eighth-page NTP Souvenir Journal 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 NTP. 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 NTP 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 NTP
- Listing on Sponsorship page in NTP Souvenir Journal
- Acknowledgement from the stage during the luncheon program
- Two (2) Reserved tickets for company representatives at a FEW Special Event
- Two (2) Full NTP Registrations (\$3,000 value)
- One (1) Half-page NTP Souvenir Journal Ad (camera-ready artwork provided by your company) (\$500 value)
- One (1) Additional marketing insert placed at the FEW Information Desk (\$1,000 value)
- One (1) Single-Size Exhibit Booth (\$1,600 value)

SCIENCE, TECHNOLOGY, ENGINEERING AND MATH (STEM) DAY - \$20,000

FEW strongly supports STEM (science, technology, engineering, and mathematics) training in an effort to reconcile the lack of women's and girls' focus on careers in STEM. STEM Day is for women and girls interested in STEM field careers in government as globalization has created an increasingly complex and technological society. The importance of STEM education to our nation's future cannot be overstated as jobs in STEM grew more than non-STEM jobs. The STEM Day program is for girls, college students and young career professionals can guide awareness and opportunities for attendees of government employment and careers.

- Official recognition as the signature STEM Day Co-Sponsor
- Article in FEW News & Views as the signature STEM Day Sponsor (Special Edition)
- Extend 5-minute greeting to the STEM Day audience
- Opportunity to display additional signage at the NTP STEM Day
- Opportunity to distribute material, gifts and giveaways at STEM Day Booth
- FEW Presidents' recognition at the FEW Awards Program
- Two (2) 2022 year-round publications/activity via FEW network (\$3,000 value)
- One (1) Additional marketing insert placed at the FEW Information Desk (\$1,000 value)
- Listing on Sponsorship page in NTP Souvenir Journal

NTP PORTFOLIO (EXCLUSIVE) - \$10,000

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

- Official recognition as NTP Portfolio Sponsor at all FEW Special Events
- Sponsor logo printed on every portfolio distributed via mail to all attendees (minimum of 1,000)
- One (1) Email blast message to FEW's NTP registrants (provided by your company and approved by FEW)
- One (1) Additional marketing insert placed at the FEW Information Desk (\$1,000 value)
- One (1) Reserved ticket for company representative at a FEW Special Event
- One (1) Full NTP Registration (\$1,500 value)
- One (1) Quarter-page NTP Souvenir Journal Ad (camera-ready artwork provided by your company) (\$250 value)
- Listing on Sponsorship page in NTP Souvenir Journal

SPONSORSHIP APPLICATION

FEDERALLY EMPLOYED WOMEN 2023 NATIONAL TRAINING PROGRAM JULY 9-13

Company Name	
Address	
City/State/Zip	
Your Name	
Your Email	
Your Telephone Number	
Your Fax Number	

SPONSORSHIP PACKAGES – MAJOR CATEGORIES

Sponsorship Selection	Your Donation	Comment
<input type="checkbox"/> Diamond Sponsors (\$50,000 and Up)		
<input type="checkbox"/> Emerald Sponsors (\$30,000 - \$49,999)		
<input type="checkbox"/> Ruby Sponsors (\$20,000 - \$29,999)		
<input type="checkbox"/> Sapphire Sponsors (\$15,000 - \$19,999)		
<input type="checkbox"/> Gold Sponsors (\$10,000 - \$14,999)		
<input type="checkbox"/> Silver Sponsors (\$5,000 - \$9,999)		
<input type="checkbox"/> Bronze Sponsors (\$1,000 - \$4,999)		
<input type="checkbox"/> Friend of FEW Sponsors (\$500 - \$999)		
Additional Information		



FEW

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of Women in the Government Since 1968

SPONSORSHIP OPPORTUNITIES – CUSTOMIZED LIMITED CATEGORIES

Sponsorship Selection	Your Donation	Comment
<input type="checkbox"/> Focus Area Sponsor (3 Available) (\$25,000)		
<input type="checkbox"/> STEM Day Sponsor (\$20,000)		
<input type="checkbox"/> NTP Portfolio (Exclusive) (\$10,000)		

PAYMENT METHOD

Option	Your Donation \$	Comment
<input type="checkbox"/> Will mail a check		
<input type="checkbox"/> Please charge my credit card		
Credit Card Type <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> 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 OR
P.O. Box 75551
Philadelphia, PA 19171-5551

Email - NTPevents@few.org
(credit card only)



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LevelingUP

For Success



CONTACT US

For more information on opportunities available for sponsors, exhibitors and advertisers, please contact the conference organizers.

Priscilla Moultrie

Special Assistant to the President for Sponsorships and Partnerships

sponsors-partners@few.org

Patrice Dogbatse

NTP 2023 Chair

NTPchair@few.org



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