



# POWERED Leadership Conference

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**Influence. Act. Lead.**

August 23, 2018 | McKimmon Conference & Training Center  
NC State University, Raleigh NC

The inaugural STEAMPowered Leadership Conference is an innovative educational and networking event for women currently serving or interested in STEAM (science, technology, engineering, arts, and math). Attendees will leave the conference with tools, knowledge and actionable insights to be leaders for change and progress in STEAM positions.

**Your sponsorship will serve as a catalyst for leadership development in the region, including your own organization.**

Women continue to be under-represented in STEM occupations. Women filled 47% of all U.S. jobs in 2015 but held only 24% of STEM jobs (Women in STEM Update, Office of the Chief Economist (OCE), November 2017).

**A more diverse and inclusive workforce means more productivity and innovation—it is better for business, the community and the bottom line.**

In addition, nearly one-third (32%) of employed adults in the U.S. are currently looking to leave their jobs in the next seven months; the number one reason why employees (47%) said they wanted to change jobs was for more career growth opportunities (SABA Retention and Leadership Survey, March 2015)

The limited-availability sponsorship opportunities present you with exclusive access to over 250 professionals interested in STEAM leadership roles.

## Lead the Charge for STEAMPowered Leadership in the Region!

### Influence.

Be the change by showing your support for women in the STEAM industries and begin to shape the current and future leadership in your industry.

### Act.

Encourage women and men in your organization or association to attend this interactive discussion.

### Lead.

Take a leadership role by sponsoring an event, providing information at a booth, or purchasing a table for women in your organization to attend and further develop their leadership skills.

Don't miss out on this unique opportunity to fuel diversity and inclusion, power up performance and close the gap in attracting and retaining women in your organization!

Presented by:



**NC STATE UNIVERSITY**

Office of Professional Development

For more information, contact Dawn Ohaver Moyer, Potential Essential  
**984.242.0100, dawn-jenny@potentialessential.com**

<b>Sponsor Benefits</b>	<b>Speaker Sponsor</b>	<b>Event/Lunch Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Exhibitor</b>	<b>Non-Profit Exhibitor</b>
	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$500</b>	<b>\$375</b>
List of OPT IN attendees, including name, title and company (provided the day before the event)	✓	✓	✓	✓	✓	✓
Company logo or listing (contingent on level) on event sponsors sign	✓	✓	✓	✓		
Company logo or listing on event program and webpage	✓	✓	✓			
Link to company landing page placed on event site	✓	✓				
Dedicated PowerPoint slide (provided by you) added to rolling presentation shown during breaks/intermission	✓	✓				
Name recognition in all press releases related to events	✓					
Brief (2-3 minutes) address from the podium at beginning of sponsored event and opportunity to introduce the event	✓					
Company listing on all event promotional materials, including e-mail blasts and press releases	✓					
Web banner (provided by you) with link to company landing page added to event page OR incorporated into select e-Newsletters	✓					
Dedicated email blast (provided by you) sent to past, present and prospective attendees	✓					
60-second commercial spot (provided by you) played during the event	✓					
Full-page print ad in the event program, placed as back cover	✓					
1/2 Page ad in event program		✓				
1/4 Page Ad in event program			✓	✓		
Opportunity to distribute promotional materials to attendees	✓					
Opportunity to give welcome/introduction remarks	✓					
Break Sponsor, with company logo on signage		✓				
Lunch or Networking Event Sponsor, with company logo on signage	✓					
Table top exhibit space					✓	✓
Conference registrations	<b>16</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>2</b>

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