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ABOUT ILLUMINATING WOMEN

Illuminating Women was founded in 2014. We are here to be a unique place where women can feel strong, make connections, build relationships, develop and hone their leadership skills — and have fun, too.

We provide an environment of kindness, a community of compassion, and an atmosphere of inspiration and hope. We are here to embrace, enlighten, encourage, entertain, educate, and emancipate each other. The future is female, and we are here to illuminate the way.

How we do it
Founded five years ago, Illuminating Women hosts three monthly events, including our luncheons, Girls Nights Out, and Brick and Mortar gatherings, plus two to three member-led workshops every quarter.

Our luncheon speakers tend to focus more on aspects of professional development. Our flagship Girls Night Out events feature speakers on a wide range of topics (health and wellness, the arts, finance, consumer information, and more), in addition to giving women a space to meet and connect with each other.

With our Brick and Mortar events, we go out into the community and bring women into local women-owned businesses, living our support for female entrepreneurs in our area and inspiring our attendees. Our members also host complimentary Member-Led workshops to draw women together for continued education and personal growth.

In addition, our annual conference each year is a chance to assemble women from the greater Puget Sound area for a full day of connecting, learning, inspiring, and building bridges.
2020 ANNUAL CONFERENCE
A Bolder and Braver Women’s Conference
March 6-7, 2020 at the Women’s University Club

After three years of producing women-centric conferences, we’ve seen the power of bringing together 200+ women who are seeking personal growth to inform their professional development.

This year’s event will include a full-day conference on March 7, providing educational sessions by eight speakers from all over the West Coast. Our Welcome Party on March 6 will be a fun kick-off for the event.

We anticipate 200 attendees, ranging from corporate professionals to women entrepreneurs, as well as our diverse speakers and panelists. See more about our reach on the next page.

The Women’s University Club in Seattle is the venue for this event, founded in 1914 by strong, enterprising women who wanted a place where smart, motivated, and dedicated women could come together. We have also chosen this venue to build our Seattle presence and attract more west-side women.
OUR COMMUNITY

The Illuminating Women community is a loyal, committed group, assembling for three events per month and actively engaging with each other online and offline at our luncheons, Girls Night Out events, Brick and Mortar meetings, Member-Led Workshops, and annual luncheon.

By the Numbers
• Attendance:
  • 2020 Annual Conference – 200
  • Monthly Luncheons - 30 Average
  • Girls Night Out - 55 Average
  • Brick and Mortar Events – 18 Average
  • Member-Led Workshops – 20 Average
• Email List: 800+ Subscribers
• Open Rate: Nearly 27% going as high as 39.15%.
  • When we email, they care.
• Facebook Followers:
  • Illuminating Women Business Page: 836
  • Illuminating Women Private Facebook Group: 1,462
  • Best Post Reach: 837 (84% of our audience at that time!)
• Instagram Audience: 551 Followers

When you join us as a sponsor, we are happy to provide you with access to our community in the ways that most benefit your company.
THANK YOU TO OUR SPONSORS

Alternative Health Marketing
Aegis Living of Bellevue
DML Insurance
Gentle Frog, LLC
First Financial Northwest Bank
Just Better
Fire Up with Debra
Jennifer Boyle Photography
Brenda Reiss
NW Ladies in Business
Women Who Code
SPONSORSHIP OPPORTUNITIES

Title Sponsor - $10,000+

Event Exposure
- Welcome speech to all on-site and live stream attendees (up to 3 minutes)
- Logo on screen during all breaks (on site and live stream feed)
- Live stream access to host your own Watch Party, complete with a swag kit
- 5 VIP conference passes, lunch included
- 5 Welcome Party and After-Party Admissions
- Opportunity to display a retractable banner during the Welcome Party
- Vendor Table and space for your retractable banner during the conference
- Distribute company literature to all attendees
- Verbal recognition by the emcee
- Logo in the conference slideshow and on the front of the conference journal
- Three 1-year memberships to Illuminating Women

Online Exposure
- Logo on the website for one year
- Listed as title sponsor in conference marketing materials (virtual and print)
- Feature in one newsletter (reach 800+) plus logo placement in lead-up newsletters
- Two feature posts on the Facebook page and group (reach 2000+)
SPONSORSHIP OPPORTUNITIES (PART 2)

Platinum Sponsor - $5,000+

Event Exposure
• 3 VIP conference passes with lunch, Welcome Party, and After-Party
• Vendor table and space for a retractable banner during the conference
• Distribute company literature to all attendees
• Verbal recognition by the emcee
• Logo in the conference slideshow and on conference tote bags
• Three 1-year memberships to Illuminating Women

Online Exposure
• Logo on the website for one year and in lead-up newsletters
• Feature in one IW newsletter (reach of 800+)
• Two feature posts on the Facebook page and group (reach of 2000+)

Live Stream Sponsor - $3,500+

Event Exposure
• Logo on the live stream feed at breaks and in the conference slideshow
• 2 VIP conference passes with lunch, Welcome Party, and After-Party
• Group shout out to your company, recorded by the live stream
• One 1-year memberships to Illuminating Women

Online Exposure
• Logo on the website for one year and in lead-up newsletters
• Mention in all live stream promotions; Facebook and newsletter features
SPONSORSHIP OPPORTUNITIES (PART 3)

Gold Sponsor - $2,500+
Event Exposure
• 2 VIP conference passes with lunch, Welcome Party, and After-Party
• Vendor table and space for a retractable banner during conference
• Verbal recognition by the emcee
• Logo in the conference slideshow and on the conference napkins
• One 1-year memberships to Illuminating Women

Online Exposure
• Logo on the website for one year and in lead-up newsletters
• Feature in one IW newsletter (reach of 800+)
• One feature post on the Facebook page and group (reach of 2000+)

Welcome Party Sponsor - $2,000+
Event Exposure
• Signature Cocktail
• 5 Welcome Party passes
• Opportunity to welcome the attendees (3 minutes)
• Exclusive vendor booth space

Silver Sponsor - $1,000+
Event Exposure
• One conference pass with lunch, Welcome Party, and After-Party
• Vendor table and space for a retractable banner during conference
• Verbal recognition by the emcee
• Logo in the conference slideshow

Online Exposure
• Logo on the website for one year and in lead-up newsletters
• One feature post on the Facebook page and group (reach of 2000+)

Bronze Sponsor - $500+
Event Exposure
• One conference pass with lunch, Welcome Party, and After-Party
• Logo in the conference slideshow

Online Exposure
• Logo on the website for one year and in lead-up newsletters
• One feature post on the Facebook page and group (reach of 2000+)
Illuminating Women is guided by our Founder, Jill Nichols-Hicks.

OUR ADVISORY BOARD

• **Sharon North**, Admin and Events Coordinator
• **Brenda Reiss**, Membership
• **Kristin Hirano**, Sponsors
• **Kaarin Hedberg**, Eastside Liaison
• **Christine Zomorodian**, Strategist and Liaison
• **Cherri Schoeppel**, Hospitality
• **Debbi Johnson**, Membership Admin
CONTACT US

For more information or to discuss tailored sponsorship opportunities:

info@illuminatingwomen.com
425-785-9866

Find Illuminating Women online at:
https://illuminatingwomen.com/
https://www.facebook.com/illuminatingwomen/
https://www.instagram.com/illuminatingwomen/
https://www.youtube.com/channel/UCzzbBtn4UMa3tN4MU7P_pw