

WomanUP!®

Sponsorship Program

2024



Becoming a Sponsor

Becoming a Sponsor of WomanUP!® is more than broadcasting your logo to attendees on an agenda, website, or slide shared at a virtual or live event. **We are a year-long Movement serving and supporting our members every single week.** Our Sponsors help us inspire women in the real estate industry to rise UP through collaboration, education, connection, and sharing stories.

Over the last 8 years, we have seen and heard about:

- REALTORS® earning their brokerage license with standing ovations
- Sponsors developing new products based on conversations with attendees
- Sponsors forming collaborations and building their businesses together
- Women opening new businesses after identifying a need in the room
- Referral partnerships forming and connections growing across the nation
- Women in leadership confidently share their stories on stages across the globe

Yes! All of this was a direct result of the action-focused, collaborative atmosphere at WomanUP!® - both online and off. We have created a truly unique experience and space in this industry.

We know these to be true:

- Our community is always seeking actionable steps to take their business to the next level
- Our community craves both virtual and in-person opportunities to get together
- Your target demographic is our incredible WomanUP!® community
- We can work together to create change in our industry

Moving forward and into the possibilities of 2024...



Online Vision:

We will continue to host the WomanUP!® LIVE Show at least once per month via Zoom and watch parties for replays on the Facebook Group. These will be a mix of the formats that you have come to know and love including Shine a Light on Her interviews, Coffee + Conversations with Leslie, and Wisdom Sessions.

In-Person Vision:

Our priority for 2024 is bringing the WomanUP!® community together at our National Conference. We heard your feedback and are directing resources to make the event more inclusive and more affordable. We will participate in C.A.R.'s REImagine event in Long Beach. In addition, we look forward to seeing you at industry events including Inman Connect in Vegas as well as a few industry partner conferences. We are excited to connect with the community at these events.

If you host an event, we would love to talk with you about bringing a WomanUP!® Keynote and/or breakOUT sessions to your event.

Sponsorship Levels

Benefits:	Premier \$100K	Platinum \$50K	Diamond \$25K	Gold \$10K	Silver \$5K	StartUP/ Association* \$2500	Vendor \$1500
Comp tickets must be assigned by May 12th.	4	2	2	1	1	1	
Year Long Partnership Opportunities							
Promoted during our WomanUP!® Live Shows	✓	✓					
Sponsor thank you in Weekly emails	✓	✓	✓	✓	✓	✓	
Interview During WomanUP!® Live	✓	✓	✓	✓			
Company Logo On WomanUP! Website	✓	✓	✓	✓	✓	✓	on vendor page
Social Media Promotion - guaranteed # of posts <i>Access to promote events, share leadership stories, etc.</i>	8	6	4	2	1	1	
Recordings of Prior Year WomanUP! Conference						✓**	
National Conference Promotion + Opportunities:							
Company Logo in C.A.R. All Member WomanUP!® eBlasts <i>(190K+ members)</i>	✓	✓	✓	name listed	name listed	name listed	
Company Logo On Event Banners	✓	✓	✓	✓	✓	✓	
Company Logo In Program - Digital Guide	✓	✓	✓	✓	✓	✓	✓
Company Acknowledged From Stage	✓	✓	✓				
Company Name & Logo Displayed In Event Slide Show	✓	✓	✓	✓	✓	✓	✓
Company Logo on Badge	✓	✓	✓	✓			
Promotion of your Brand's networking event at WomanUP!®	✓	✓					
Company Logo on Lanyard	✓	✓					
Vendor Table	Priority Placement	Priority Placement	✓	✓	✓	Shared	Shared
Option to create experiences that rep your brand values! <i>ie. Fireside Chat w/ Leadership, Professional Photography, Host WaveMaker + Speaker Dinner</i>	✓	✓					

* StartUp Level is for companies in business fewer than 3 years or Local Associations

* Recordings will be made available to Local Associations for use as Lunch & Learn or Watch Parties

Important Dates

WomanUP!® will be hosting representing, or participating in several events this year. We look forward to seeing you "on the road"!

April 29 - May 2
C.A.R. Legislative Day Events
Sacramento, CA

June 12-13
National WomanUP!® Retreat
Laguna Cliffs Marriott Resort & Spa
Dana Point, CA

July 30 - August 1
Inman Connect
Las Vegas, NV

September 24-26
REImagine! Annual Convention
Long Beach, CA



Additional Exposure Opportunities:

- Share Your Story Initiative (Q1 Focus)
- Shine a Light on Her Campaign (March)
- WomanUP!® Podcast (all year long)
- Highlight Your Leaders on the WomanUP!® Blog (all year long)

Important Links

Ready to plug in and get involved with the WomanUP!® Community?

WomanUP!® Monthly Live Show

Join us monthly for a show packed with UPdates on the industry, highlights of wave-making moments in our community, and interviews with powerful leaders making those waves.

iamWomanUP.com/live

Coffee & Conversations w/ Leslie

These are conversations between Leslie Appleton Young and her chosen guest. As soon as she has one scheduled, you'll find the dates here: iamWomanUP.com/coffee-leslie

Wisdom Sessions

These will be hosted virtually and on a quarterly basis. As soon as she has one scheduled, you will find the dates listed on our event page: iamWomanUP.com/wisdomseries

Facebook Group

We encourage you to post value-packed articles, invite the community to industry-wide events, share your podcasts, and engage with the community every single day!

facebook.com/groups/carWomanUP

Instagram

Stay in touch with us on Instagram! We celebrate the wave-making moments in the industry, honor women who have gone before us and share details on UPcoming events each week.

instagram.com/WomanUPofficial

WaveMakers

WaveMakers are our strongest champions, our dearest advocates, the ripple creators, and the buzz builders. They are powerful and dedicated women across the country who represent WomanUP!®, work to make a difference daily, and are ready to share their perspectives with you! iamWomanUP.com/our-wavemakers

Shine A Light On Her

Want to shine a light on one of your clients or business partners or inspire them to share a tribute to a woman in their world? iamWomanUP.com/shinealight

Share Your Story

Do you or one of your connections have a leadership story that will inspire others to step into their bold, brave potential to start their own business? Encourage them to fill out the form here:

iamWomanUP.com/shareyourstory

Learn more about these and other programs here:

iamwomanup.com/info

WomanUP![®]

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