



Annual Sponsorship Opportunities

July 1, 2021 - June 30, 2022

Due to COVID, all in-person events and programs will be held virtually until further notice. This will be evaluated periodically and subject to change based on national and local guidelines.

www.foew.com



THE FORUM

It began in 1977 as a connecting point for the handful of Philadelphia-area women in corporate leadership roles. Today, The Forum of Executive Women (“The Forum”) is a network of more than 500 women leaders representing every segment of the business community – from finance to manufacturing, from government to healthcare, from not-for-profits to communication, from the professions to technology.

Our Mission

We bring together, and leverage the influence of, professional women to expand the impact and power of women in the workplace and beyond.

Our Vision

Women will achieve equitable representation in leadership, influence, and power in the workplace, their homes and their communities.

As the premier network of influential women, The Forum works to:

- Make the voices of women leaders heard
- Provide a venue for the exchange of views and information
- Advance parity in the corporate world
- Support members for leadership roles
- Facilitate director roles on corporate boards
- Promote the contributions and skills of Forum members
- Mentor junior women as they advance in their careers
- Serve as a source of influential contact, business referrals and remarkable friendships





“Cozen O’Connor supports The Forum because it sees The Forum as aligned in a strongly held desire to promote women to leadership and other positions of influence. Forum members constitute a highly respected network of thought leaders on a broad range of subjects important to those in the corporate, non-profit and government sectors, including topics like board composition and various public policy issues.

We are thrilled to have several of our partners as members of The Forum where they have had countless opportunities to engage on important initiatives, do Committee work and help lead The Forum. We have also been afforded the opportunity to have a number of our more junior female lawyers participate in The Forum’s well established mentoring program.”

Suzanne S. Mayes
Co-Chair, Public & Project Finance, Cozen O'Connor

INVEST IN WOMEN'S LEADERSHIP BY BECOMING AN ANNUAL SPONSOR

The Forum is a 501(c)(6) that offers programs, research, and professional development opportunities for its members. Businesses provide financial sponsorship because they see the value for their brand and the opportunities for engaging with The Forum as a resource.

Investing in The Forum provides businesses:

- Access to accomplished female executives and leaders who can present on a variety of business and leadership related topics for the Sponsor's next company or firm event
- Recognition at our four Signature Events attended by 200 – 1000+ top business leaders and emerging women leaders
- The Signature Events include: Leadership Breakfast, Leadership Symposium, Holiday Event, and Annual Meeting
- Ongoing visibility in support of our mission and vision and the opportunity to reach a large base of Forum members and the constituencies they represent

Your investment in The Forum supports:

- Board Search Opportunities and Resources
- Conversations in the Boardroom Series
- Diversity, Equity & Inclusion Initiatives
- Forum Award for Emerging Women Leaders
- Mentoring Program
- Pay Equity Initiative
- Public Sector Leadership Programs
- Women in Leadership Report
- Women leaders at all stages of their careers
- Annual Leadership Breakfast
- Annual Leadership Symposium





“Independence Blue Cross is a proud sponsor and supporter of The Forum in their continuing efforts to empower women through professional and personal development, mentorship, leading change, pushing boundaries and creating an environment of innovative thinking.”

Rev. Dr. Lorina Marshall-Blake
President, Independence Blue Cross Foundation
Vice President of Community Affairs, Independence Blue Cross

ANNUAL SIGNATURE EVENTS

Sponsors have access to a diverse range of audiences at our four Signature Events.

Leadership Breakfast - October 7, 2021 | 8:30 - 10 a.m. (Virtual)

- 1000+ attendees from across the business community
- Nationally Renowned Plenary Speaker – This year's event will feature **Valerie Jarrett**, Former Senior Advisor, President Barack Obama and *New York Times* Best-Selling Author, *Finding My Voice: My Journey to the West Wing and the Path Forward*.
- Unveiling of our ***Women in Leadership*** report
- Recognition of our **Champions of Board Diversity** (*companies with 30% or more women on their boards*)

Holiday Event

- 200+ members and guests

Leadership Symposium

- 200+ attendees including high-level female executives and emerging women leaders
- Event includes nationally renowned plenary speaker and dynamic breakout sessions

Annual Meeting

- 200+ members and guests
- Recognition of our 25-Year Members
- Announcement of Forum Award recipients



“As a company that was founded to address the limited representation of women in Corporate America, *The Leader’s Edge/Leaders By Design* has been a proud sponsor of The Forum for Executive Women for many years. The Forum’s mission is so closely intertwined with ours and we appreciate the positive change they drive for women in leadership in our community.

Each year, our team attends The Forum’s Signature Events including the Leadership Breakfast which provides helpful insights and research through The Forum’s annual Women in Leadership Report.

Nila Betof
COO, The Leader’s Edge/Leaders By Design

Sponsor Levels and Benefits

Sponsors in the Champion category receive the unique benefit of partnering with The Forum in designing a special event or initiative created to meet the mutual goals of the Sponsor and The Forum. This Sponsorship is exclusive within a Sponsor's industry at this level.

Four Annual Signature Events

- Virtual
 - 125 registrations per event
- In-person
 - Four VIP tables of 10 at Leadership Breakfast
 - 10 registrations for each of the other three Signature Events

Virtual Programs (Non-Signature)

- 125 registrations for select substantive educational programs that do not have a registration cap

Other Benefits

- Opportunity to host, sponsor or participate in a Forum program. Details to be determined between The Forum and Sponsor
- Opportunity to showcase The Forum's annual Women in Leadership Report within the Sponsor's company or firm through a mutual program
- Opportunity to connect with other companies and firms on issues like diversity, equity and inclusion and pay equity
- Access to accomplished female executives and leaders who can present on a variety of business and leadership related topics for the Sponsor's next company or firm event

Signature Event Visibility

- Logo on all event communications (e-mail invitations, print, collateral materials and social media)
- For Virtual Events: Logo will appear during Sponsor highlights
- Mention in all press materials
- Opportunity to make short remarks at the Leadership Symposium
- A banner display (*in-person only*)
- Opportunity to provide promotional materials and giveaways (*in-person only*)
- Recognition from the podium at all Signature Events
- Recognition on signage (*in-person only*)
- Article featuring Champion Sponsor to share online with members

Web Visibility

- Prominent spot on The Forum's homepage with a special message/quote from the Sponsor's CEO or other representative to Forum members and the business community at large
- Rotating Ad on highly trafficked internal page (*Ad specs provided*)
- Logo prominently placed on Sponsorship page with link to Sponsor's website

Four Annual Signature Events

- Virtual
 - Up to 75 registrations per event
- In-person
 - Two VIP tables of 10 plus 5 tickets at Leadership Breakfast
 - 5 registrations for each of the other three Signature Events

Virtual Programs (Non-Signature)

- 75 registrations for select substantive educational programs that do not have a registration cap

Other Benefits

- Opportunity to host, sponsor or participate in a Forum program. Details to be determined between The Forum and Sponsor
- Opportunity to showcase The Forum's annual Women in Leadership Report within the Sponsor's company or firm through a mutual program
- Opportunity to connect with other companies and firms on issues like diversity, equity and inclusion and pay equity
- Access to accomplished female executives and leaders who can present on a variety of business and leadership related topics for the Sponsor's next company or firm event

Signature Event Visibility

- Logo on all event communications (e-mail invitations, print, collateral materials and social media)
- For Virtual Events: Logo will appear during Sponsor highlights
- Company or firm highlighted in select press materials
- A banner display (*in-person only*)
- Opportunity to provide promotional materials and giveaways (*in-person only*)
- Recognition from the podium at Leadership Breakfast
- Recognition on signage (*in-person only*)

Web Visibility

- Prominent placement of logo on homepage
- Rotating Ad on highly trafficked internal page (*Ad specs provided*)
- Logo prominently placed on Sponsorship page with link to Sponsor's website

Four Annual Signature Events

- Virtual
 - Up to 50 registrations per event
- In-person
 - Two VIP tables of 10 at Leadership Breakfast
 - 4 registrations for each of the other three Signature Events

Virtual Programs (Non-Signature)

- 50 registrations for select substantive educational programs that do not have a registration cap

Other Benefits

- Opportunity to host, sponsor or participate in a Forum program. Details to be determined between The Forum and Sponsor
- Opportunity to showcase The Forum's annual Women in Leadership Report within the Sponsor's company or firm through a mutual program
- Opportunity to connect with other companies and firms on issues like diversity, equity and inclusion and pay equity
- Access to accomplished female executives and leaders who can present on a variety of business and leadership related topics for the Sponsor's company or firm event

Signature Event Visibility

- Logo on all event communications (e-mail invitations, print, collateral materials and social media)
- For Virtual Events: Logo will appear during Sponsor highlights
- Company or firm highlighted in select press materials
- A banner display (*in-person only*)
- Opportunity to provide promotional materials and giveaways (*in-person only*)
- Recognition from the podium at Leadership Breakfast
- Recognition on signage (*in-person only*)

Web Visibility

- Rotating Ad on highly trafficked internal page (*Ad specs provided*)
- Logo prominently placed on Sponsorship page with link to Sponsor's website

Four Annual Signature Events

- Virtual
 - Up to 25 registrations per event
- In-person
 - One VIP table of 10 at Leadership Breakfast
 - 3 registrations for each of the other three Signature Events

Virtual Programs (Non-Signature)

- 25 registrations for select substantive educational programs that do not have a registration cap

Other Benefit

- Access to accomplished female executives and leaders who can present on a variety of business and leadership related topics for the Sponsor's next company or firm event

Signature Event Visibility

- Logo on all event communications (e-mail invitations, print, collateral materials) *excludes social media*
- For Virtual Events: Logo will appear during Sponsor highlights
- A banner display (*in-person only*)
- Opportunity to provide promotional materials and giveaways (*Symposium and Breakfast only*)
- Recognition on signage (*in-person only*)

Web Visibility

- Rotating Ad on highly trafficked internal page (*Ad specs provided*)
- Logo placed on Sponsorship page with link to Sponsor's website

Four Annual Signature Events

- Virtual
 - Up to 15 registrations per event
- In-person
 - 5 registrations at Leadership Breakfast
 - 2 registrations for each of the other three Signature Events

Virtual Programs (Non-Signature)

- 15 registrations for select substantive educational programs that do not have a registration cap

Other Benefit

- Access to accomplished female executives and leaders who can present on a variety of business and leadership related topics for the Sponsor's next company or firm event

Signature Event Visibility

- Logo on all event communications (e-mail invitations, print, collateral materials) *excludes social media*
- For Virtual Events: Company or firm name will appear during Sponsor highlights
- Recognition on signage (*in-person only*)

Web Visibility

- Rotating Ad on highly trafficked internal page (*Ad specs provided*)
- Company or firm name listed on Sponsorship page with link to Sponsor's website

Friend of The Forum *

\$1,000

Four Annual Signature Events

- Virtual
 - Up to 5 registrations per event
- In-person
 - 2 registrations at Leadership Breakfast
 - 1 registration for each of the other three Signature Events

Virtual Programs (Non-Signature)

- 5 registrations for select substantive educational programs that do not have a registration cap

Other Benefit

- Access to accomplished female executives and leaders who can present on a variety of business and leadership related topics for the Sponsor's next company or firm event

Signature Event Visibility

- Name on all event communications (e-mail invitations, print, collateral materials) *excludes social media*
- For Virtual Events: Name will appear during Sponsor highlights
- Recognition on signage (*in-person only*)

Web Visibility

- Name listed on Sponsorship page

* For companies or firms with fewer than 10 employees.

Interested in becoming a Sponsor of The Forum?

Please contact

Julie A. Kaeli, Executive Director

juliekaeli@foew.com

267-314-1634

To learn more about The Forum, visit www.foew.com.