



## Sponsorship Proposal

# THE WORKING MOM CONFERENCE

PHILADELPHIA, PA  
AUGUST 3 - 4, 2024  
TWO-DAY EVENT

### MISSION

The Working Mom Conference is dedicated to providing the resources and tools to improve their work-life balance. We support women's career goals while prioritizing family, leisure, and health, by addressing the most important issues facing working mothers. This conference features women business experts, workshops, networking, and panel discussions, all designed to empower mothers to unapologetically remain in the workforce and conquer motherhood.



### Prepared For :

Sponsors and Partners

### **B.E.E. Productions, LLC**

Event Management & Productions

[www.thewmconference.com](http://www.thewmconference.com)

# SPONSORSHIP LETTER

We would like to invite you to contribute as a sponsor at our first annual The Working Mom Conference on August 3 - 4, 2024 in Philadelphia, PA.

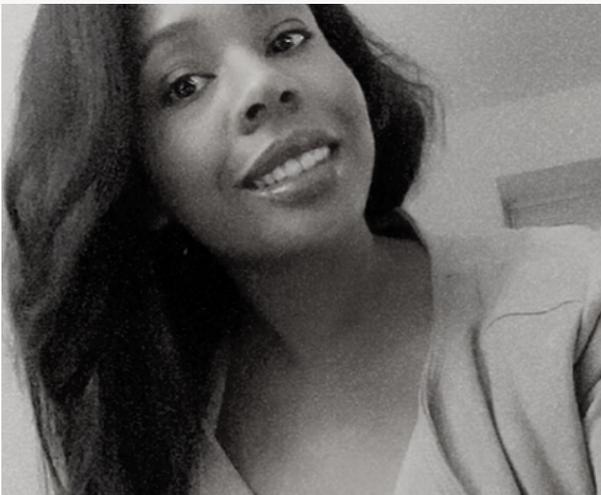
THE WORKING MOM CONFERENCE provides the community and resources for working moms to thrive in corporate America. We will offer mothers the chance to network with companies who support gender equality, attend informative workshops, and face to face opportunities with experts in child care, recruiting, executive coaching, and more.

Join our conference to promote your service and increase brand awareness. We are confident in our ability to exceed expectations for you and deliver your brand to a targeted audience of people that will become potential clients.

We see a clear synergy and connection between our conference's mission and your market that would benefit both our companies. To ensure the success of The Working Mom Conference, we are seeking partnerships, financial support, and key stakeholders' involvement to provide a unique experience for our attendees.

Within, you will find more information about our conference including detailed benefits and opportunities for potential partners and sponsors. We look forward to discussing partnership opportunities with your company and working with you to promote our mission. We thank you in anticipation!

# HELLO FROM CHRISTA



## **CHRISTA BRIGHT**

Christa earned higher education degrees in Business Administration, Management, Economics and Project Management. A United States Army veteran, a mother, entrepreneur, corporate leader, and certified in event management and entrepreneurship.

Starting as a passion project to find an effective work-life balance, Christa quickly realized she is not the only one who has faced the challenges of motherhood and having a career. Sharing her tips and tricks online, she is dedicated to building a community for career moms.

# AUDIENCE DEMOGRAPHICS

**The majority of our target audience are categorized as Female Professionals, 21 - 55 years old mothers, however the experience is open to all ages over 21.**

Bringing our attendees, exhibitors and sponsors together via one shared dynamic event converts directly into audience engagement. Our supporters and partnership will have direct access to targeted sponsorship messages through various marketing initiatives while directly interacting with our influential audience.

By becoming a sponsor of THE WORKING MOM CONFERENCE you will reach a diverse, sophisticated and professional anticipated audience of 125+ with high visibility through social media interaction platforms, print and online platforms.



## MARKETING BENEFITS

As a conference, the event is naturally seeking to create networks and relationships that are sustainable and beneficial to all parties. By working with sponsors who prioritize business growth and community we can bring together women professionals across the country.

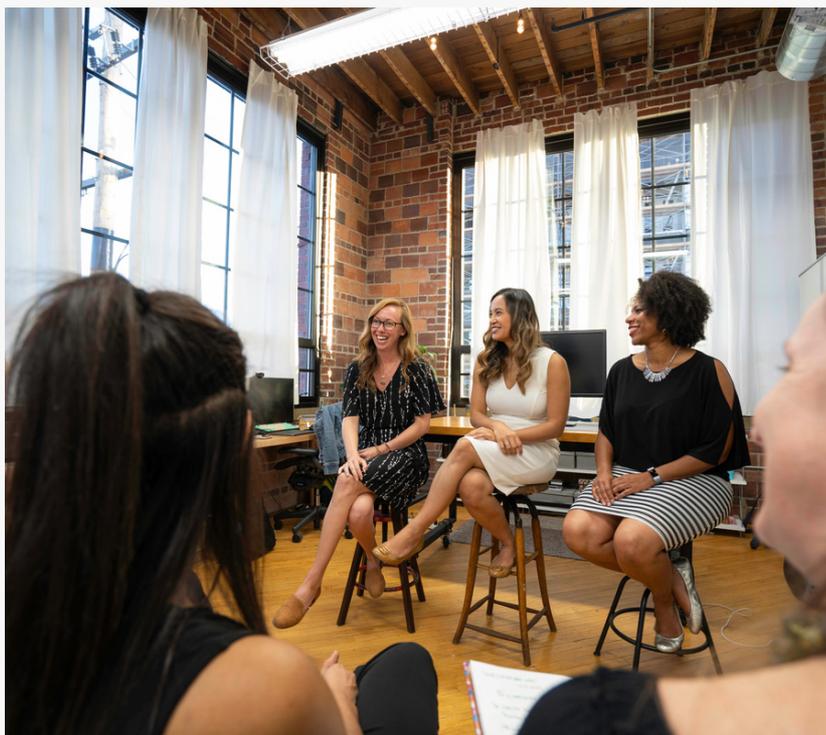
Therefore, by joining our network and entering a partnership with our conference you would receive:

- Exposure nationwide to women professionals demographic and their communities
- Ongoing publicity and acknowledgement at our 2024 conference, on our website and in our newsletters
- Direct association with our philosophy of empowering women professionals
- Opportunities to directly engage your company with our audience and attendees

# WHY YOU SHOULD SPONSOR US?

In return for your support, your brand will be prominently promoted as an Official Sponsor throughout our 2024 conference, as well as various social media platforms.

Our following and popularity is growing consistently. To date, we have reached over 13,000+ people, organically. Our professional team will work tirelessly to ensure your brand and our event are presented with a highly marketable and clean look.



## BRAND EXPOSURE

The opportunity to promote your brand and to maintain a high profile among key attendees of the conference.



## BUILD RELATIONSHIP

Opportunity to cultivate long lasting business and networking relationships.



## BUSINESS GROWTH

Sponsoring us will help to reach similar markets to display your products and services.



## HEIGHTENED VISIBILITY

Inexpensive and positive publicity from print and electronic media will help increase the visibility of your brand, product and services.

### Prepared For :

Sponsors and Partners

### **B.E.E. Productions, LLC**

Event Management & Productions

[www.thewmconference.com](http://www.thewmconference.com)

# SPONSORSHIP LEVELS

OVER 10 SPONSORSHIP OPPORTUNITIES

## Sponsored Events

- WMC Social Events
- Workshop Speakers
- Networking Luncheon
- Awards Keynote Speaker
- The WM Awards Brunch
- Mompreneur Marketplace



## Sponsored Areas

- Wellness Activities
- Mompreneur Experience
- Conference Giveaways
- Conference Welcome Bags
- WMC Professional Awards
- General Advertising

	PLATINUM 8K+	GOLD 5K+	SILVER 3K+	BRONZE 1K+
Opening Remarks: Logo Recognition while being verbally thanked by the Founder.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The WM Awards: First right of refusal of Key Note Speakers sponsorship for our award reception.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Guide Ad: Full page color ad in our program guide. Artwork due July 15.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opening Session Acknowledgements: You'll be verbally thanked during the opening session.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsored Workshop Session: Host your own speaking session to educate attendees.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conference Web Site Branding: Displayed on our website with your logo and a hyperlink.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsored Area: Choose one of the sponsored areas or events listed above.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attendee Mailing and E-mail List	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

THANK YOU, AND  
WE LOOK  
FORWARD TO  
WORKING WITH  
YOU.

WE ARE CURRENTLY ACCEPTING SPONSORS FOR THE 2024 CONFERENCE. IF YOU, OR A BUSINESS YOU KNOW, ARE INTERESTED IN SPONSORING THIS YEAR'S EVENT, PLEASE CONTACT OUR FOUNDER, CHRISTA BRIGHT, AT [INFO@THEWMCONFERENCE.COM](mailto:INFO@THEWMCONFERENCE.COM).