



## ICSEW

INTERAGENCY COMMITTEE  
OF STATE EMPLOYED WOMEN

*"To better the lives of state employed women."*

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The Interagency Committee of State Employed Women (ICSEW) is hosting our annual leadership and professional development conference, **Lessons in Leadership: Designing your Future**, on August 16, 2016, at Pacific Lutheran University. We are reaching out to you with an opportunity for your agency to support this conference through sponsorship.

ICSEW, backed by Executive Order 16-04, has a vision of enriching lives through advocacy, outreach, and opportunity. At the 2015 leadership conference, ICSEW hosted over 375 attendees, providing a full day of valuable training for mostly public sector employees, for just \$100 per person.

We ask that you encourage the attendance of your employees at this year's conference. It is a rare opportunity to receive such varied and valuable training from a wide array of presenters, for such a small registration fee. We appreciate your agency's support as we seek to better the lives of all state employees by empowering women to positively shape their lives and careers.

Additionally, this year's conference cannot be a success without the generous support of our partners like you. Please consider a show of support for ICSEW through additional sponsorship. Attached is a list of opportunities for your agency to join the excellent work to better the lives of state employed women.

For more information on ICSEW, and on sponsoring the 2016 conference, please contact me by June 15, 2016. Thank you in advance!

Sincerely,

*Erika Summers*

Chair, Conference Subcommittee, ICSEW  
360-753-6823, ext. 1198  
icsew@ofm.wa.gov



## Agency Sponsorship Program

We are looking for agency sponsors for our annual Leadership Conference that provides as a low –cost training opportunity for women, mostly employed by the state, but also local municipalities and other public agencies.

In addition to sending your employees, ICSEW is looking for agency support. Your agency partnership with ICSEW shows a continued dedication to bettering the lives of state employed women and we are excited to share this opportunity with you. The conference boasts 400 attendees, mostly from the second largest employer in the state, the State of Washington.

For this year, we have four different ways for you to support the ICSEW's annual Leadership Conference.

- Individual Item Sponsorship
- Simple Advertising
- Monetary Sponsorship Levels
- Discounted Group Rates

### **Individual Item Sponsorship:**

1. Provide Welcome Bags with your logo.
2. Cover the cost of conference materials like pens and notepads.
3. Add a product or giveaway to the Welcome bag
4. Cover the cost of printing the event program (including your logo on the front cover)
5. Sponsor the morning or afternoon snacks, or lunch
6. Support the cost of an individual trainer or guest speaker
7. Assisting with the cost of the facility and equipment rentals

The item that you sponsor will be printed with your and ICSEW's logos providing great advertising for your company, in addition to recognition on our website leading up to conference.

\*Additional single opportunity sponsorships may be considered by the Conference Chair. Please contact her for additional information.

### **Simple Advertising:**

Would you like to advertise to our conference?

Advertising space is available in the program at the following rates (Full Color):

- Half page: \$75
- Full page: \$100
- Two full pages: \$150

Advertising space is available in the continuously running power point presentation before and after each session and in the auditorium with the keynote speaker, at the following rates (Full Color):

- Half page (shared slide) \$75
- Full page (individual) \$100
- Two full pages \$150

## Monetary Sponsorship Levels:

Are you interested in attending the conference and meeting with our attendees?

Monetary Sponsorship Levels	Platinum	Gold	Silver
	\$350	\$250	\$200

### Vendor Area Table

This year's vendor area is in the common area of the conference hall as everyone enters!

6-foot skirted VIP table in vendor with 2 seats	✓		
Shared 6-foot skirted VIP table in vendor area		✓	
Agency materials displayed on an unattended table in vendor area			✓
Complimentary attendance at our keynote address	2	1	0
1 page black and white in 2016 Conference Program	✓		
1/2 page black and white in the 2016 Conference Program		✓	
Sponsorship recognition slide on screen in each classroom	✓	✓	✓
YOUR logo on the sponsorship appreciation section of the program	✓	✓	✓
YOUR logo on event website with a link to your company homepage	✓	✓	✓
YOUR logo included on the conference Facebook & Twitter	✓	✓	✓

**Please note:** Due to a majority of attendees being government and public sector employees, we unfortunately prohibit drawings and/or door prizes. We do encourage booth giveaways of nominal value.

## Discounted Group Rates:

We are excited to offer group discount rates to larger agencies!

Number of Employees	Price
11-20	\$95 Each
21-50	\$85 Each
51-150	\$75 Each

Groups will be recognized during our welcome address!