

2011 National DIVERSITY WOMEN'S BUSINESS LEADERSHIP CONFERENCE



The Future of Leadership: Women, Innovation & Collaboration

Join us in our campaign to support the leadership and executive development of women of all races, cultures and backgrounds as we address the diverse & multicultural women's leadership gap.

October 10-11, 2011

The Gaylord Resort, National Harbor, MD

INVITED SPEAKERS



Tina Tchen, White House Council on Women and Girls



Sheila Johnson, Co-Founder of BET



Indra Nooyi, CEO, PepsiCo



Dr. Jill Biden, White House Second Lady



Michelle Rhee, former Superintendent D.C. Schools



Lisa Quiroz, Time Warner



Cathie Black, formerly of Hearst



Condoleezza Rice, Former Secretary of State



Ursula Burn, CEO XEROX

www.diversitywoman.com

2011 National **DIVERSITY WOMEN'S** BUSINESS LEADERSHIP CONFERENCE

Position your
company as a
leader in the
advancement of
diverse &
multicultural
women



The 2011 Diversity Women's Business Leadership Conference will attract diverse and multicultural business leaders from the world's largest corporations and entrepreneurs from successful women-owned businesses. The executive development atmosphere of the Conference will allow attendees to make strong connections with their contemporaries who share similar work experiences, challenges and concerns. Also, attendees will hear and learn from our panel featuring some of the most influential women leaders in the nation.

Diversity Woman Magazine recognizes the importance of leadership development and empowerment for diverse women. Our aim is to educate and support diverse and multicultural women leaders and to facilitate their continued growth and success through solution-based editorial, website products and services, and events such as our conferences we host annually.

When you sponsor our Conference, you will gain high-level exposure and great networking opportunities in a setting that will allow you to strengthen existing relationships and to forge new ones.

You will obtain high quality multimedia exposure before, during and after the event:

- BEFORE:** Through our event marketing campaign, website, press releases, webinars and more.
- DURING:** Through networking opportunities, signage, exhibition opportunities and more.
- AFTER:** Through advertising in *Diversity Woman* Magazine and your continued presence on diversitywoman.com.

Please see page 4 and 5 for a review of the various sponsorship opportunities available to you.

Words of Praise

from 2010 attendees....

I was moved, inspired and informed - all at the same time - during the Diversity Women's Business Conference 2010. This was actually the first time that I did not want a conference to end as the dialogue that was started resonated with my life and provided tool we can all use as woman in our daily lives. The thought that touched me most was spoken by the Great Maya Angelou "Courage is the most important of all the virtues...if you have courage you can practice any other virtues consistently. You can be everything you want to be: kind, true, just, fair, merciful and even loving but courage is the most important...Our world needs [courage] now.

— **Donna St-Denis, Marketing Consultant**

The Diversity Woman Magazine Conference was for me a life-changing experience! I attended this year's conference and was amazed by the extraordinary networking opportunities and the high profile speakers. Attending was not only rewarding, but also empowering.

— **Gabriela Morales, U.S. Department of Commerce**

This year's Diversity Woman Conference was truly life-changing. The chance to be empowered in a multi-cultural environment and hear from keynote speakers and revered trailblazers including Dr. Maya Angelou, Dr. Julianne Malveaux and Dr. Johnnetta Cole, was an historical opportunity that I will never forget. I am grateful to Sheila Robinson and the Diversity Woman team for their tireless effort and dedication to this extraordinary event, and look forward to participating next year.

— **Samantha McCoy, Marketing Manager**

This conference was unique! I have never met so many outstanding minority women together in one place. Not to mention the amazing, inspirational speeches that touched my soul. It was a truly learning experience.

— **Julia M. Bartlett**

I honestly believe the conference was life-changing for me. The speeches were inspiring and made me look at my life and what I should do differently.

— **Elana Page**



2011 NATIONAL DIVERSITY WOMEN'S BUSINESS LEADERSHIP CONFERENCE & MOSAIC LEADERSHIP AWARDS LUNCHEON

OCTOBER 10 – 11, 2011

The Gaylord Resort, National Harbor, MD

Sponsorship Benefits

Here is what we offer:

Diamond Sponsor

- ▶ Twenty (20) Full Conference
- ▶ Two Reserved Corporate Luncheon Tables Both Days
- ▶ 2 Tickets to VIP Sponsors Reception
- ▶ 2 Tickets to VIP Meet & Greet
- ▶ Exhibit Table in Exhibit Hall/Vendor Expo
- ▶ Year Round Exposure through a suite of multimedia marketing channels that will push your brand before, during, and after the event to include: internet advertising, print advertising, newsletter and social media coverage
- ▶ Full Page 4-Color Ad in Diversity Woman magazine's Winter, Spring, Summer and Fall (Conference Leadership & Executive Development Issue)
- ▶ Hyperlink on DIVERSITYWOMAN.COM
- ▶ Recognition as a Sponsor in all Conference Materials
- ▶ High profile exposure on-site including on-site signage
- ▶ Company Literature, promotional item or product sampling in Conference Bags
- ▶ Corporate Recognition in all related 2011 press releases

YOUR INVESTMENT: \$50,000

Platinum Level

- ▶ Ten (10) Full Conference Registrations
- ▶ Reserved VIP Corporate Luncheon Table Both Days
- ▶ Exhibit Table in Exhibit Hall/Vendor Expo
- ▶ 1 Ticket to VIP Sponsors Reception
- ▶ 1 Ticket to VIP Meet & Greet
- ▶ Exhibit Table in Exhibit Hall/Vendor Expo
- ▶ Full Page 4-Color Ad in Diversity Woman magazine - Fall Conference Leadership & Executive Development Issue
- ▶ Hyperlink on DIVERSITYWOMAN.COM
- ▶ Recognition as a Sponsor in all Conference Materials
- ▶ High profile exposure on-site including on-site signage
- ▶ Company Literature, promotional item or product sampling in Conference bags

YOUR INVESTMENT: \$25,000

www.diversitywoman.com

**DIAMOND
LEVEL**
for 2011 Corporate
Partners
\$50K

Website

July 3, 2009

**DIVERSITY
WOMAN™**

What's Fresh ...

If you like the idea of networking more than the practice, you're not alone. Schmoozing with strangers can be intimidating. To ease the way, check out our [7 Tips for Establishing a New Comfort Zone](#).

There are plenty of benefits to working at home. Of course, there are also loads of distractions. Check out our [5 Watchwords for Staying Productive in Your Home Office](#).

Moving Fashion Forward: HY Publicity

Helping fashion designers get their latest collections into the pages of *Harper's Bazaar* or onto the backs of top celebrities is all in a day's work for [Yael Fraynd and Helena Goldglantz](#), two twentysomething PR whizzes (and good friends) who partnered up to launch HY Publicity, based in New York.

We caught up with them to find out how they're generating buzz for their clients.



Diversity Woman Publisher Honored

Sheila Robinson, Publisher of Diversity Woman, has been selected by *Publishing Executive* magazine as one of the nation's Top Women in Magazine Publishing. As a result, she was featured on the cover of *Publishing Executive*.



Gold Level

- ▶ Eight (8) Full Conference Registrations
- ▶ Exhibit Table in Exhibit Hall/Vendor Expo
- ▶ 1 Ticket to VIP Sponsors Reception
- ▶ 1 Ticket to Meet & Greet
- ▶ Full Page 4-Color Ad in Diversity Woman magazine - Fall Conference Leadership & Executive Development issue
- ▶ Hyperlink on DIVERSITYWOMAN.COM
- ▶ Recognition as a Sponsor in all conference Materials
- ▶ High profile exposure on-site including on-site signage
- ▶ Company Literature, promotional item or product sampling in Conference bags

YOUR INVESTMENT: \$20,000

Silver Level

- ▶ Five (5) full conference registrations
- ▶ Full Page 4-Color Ad in Diversity Woman Magazine - Fall Conference Leadership & Executive Development issue
- ▶ Hyperlink on DIVERSITYWOMAN.COM
- ▶ Recognition as a Sponsor in all conference Materials
- ▶ Company Literature, promotional item or product sampling in Conference bags

YOUR INVESTMENT: \$15,000

Bronze Level

- ▶ Two (2) Full Conference Registrations
- ▶ Recognition as a Sponsor in all conference Materials
- ▶ Hyperlink on DIVERSITYWOMAN.COM
- ▶ Company Literature, promotional item or product sampling in Conference bags

YOUR INVESTMENT: \$10,000

Reception Sponsor

- ▶ One (1) Full Conference Registration
- ▶ Recognition as a Sponsor in all conference Materials
- ▶ Hyperlink on DIVERSITYWOMAN.COM
- ▶ Company Literature, promotional item or product sampling in Conference bags

YOUR INVESTMENT: \$5,000

For more information:

Sheila Robinson
Publisher
DIVERSITY WOMAN
(336) 451-4289
sheila@diversitywoman.com
www.diversitywoman.com

John McNamara
National Sales Manager
DIVERSITY WOMAN
(732) 525-2618
john@diversitywoman.com

Web Community



Print Magazine