

SOROPTIMIST



2020 Convention Sponsorship Kit



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Investing in Dreams



Reach over 30,000 business and professional women leveraging Soroptimist's signature biennial event.

The 46th Soroptimist International of the Americas Biennial Convention will be held in Bellevue, Washington on July 22-25, 2020. We invite you to link your organization, products or services with the over **1,000 women** attending this exciting four-day event, with exposure to over **30,000 Soroptimist members** in 21 countries and territories.

We Are Soroptimist

A global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment. Soroptimist clubs in our many communities deliver programs that change lives and make dreams come true for women and girls most in need.

About the Biennial Convention

The 2020 Soroptimist Biennial Convention will be held at the Hyatt Regency in beautiful Bellevue, Washington from July 22-25, 2020. With its small-town charm and big city convenience, Bellevue, Washington is a modern oasis with endless activities and cultural attractions sprinkled in. Located nine miles from downtown Seattle, Hyatt Regency Bellevue connects visitors to world-class shopping, dining, entertainment, and major corporate headquarters. Visitors will also enjoy the natural beauty and scenery, from mountains to lakes, and the abundance of outdoor recreational activities nearby.

The 2020 theme, **Reaching New Heights**, encourages Soroptimist members and supporters to be inspired to achieve more than we ever have before as we invest in our next Big Goal of helping half a million women and girls to live their dreams. To support our members in reaching new heights personally, and for the organization, the convention will feature engaging speakers, informative workshops and exciting activities to educate and motivate all Soroptimists.

About Our Impact

Last year, Soroptimist volunteers impacted over 16,000 women and girls through our Dream Programs, with 93 percent of participants surveyed reporting an increase in their self-esteem and 91 percent reporting feeling more confident about their future success. The 2020 Biennial Convention is a celebration of our program successes as well as an opportunity for members to learn, grow and network with change-makers from around the world to **Reach New Heights**.



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Become a Sponsor

As a sponsor of the Soroptimist 46th Biennial Convention, your organization can support our mission and engage firsthand in the impact our members are making in the world. Further, your organization will receive comprehensive brand exposure in convention programs, on the dedicated Soroptimist Convention webpage and social media sites, as well as through signage and recognition opportunities throughout this four-day event. With over 1,000 members in attendance, this convention has a reach of over 30,000—with a custom experience designed for your organization's strategic goals.

We are paying tribute to the mountain peaks of the Pacific Northwest with our Sponsorship Package names. To help us Reach New Heights, complete the form on the last page. Deadline: **March 1, 2020**.

Sponsorship Packages

Mt. Rainier Sponsor (1 available, Signature Convention Sponsor)

\$15,000

- One (1) exhibit booth (10' x 10' booth in exhibit area: includes skirted table, backdrop, two chairs and signage. Estimated 1,000 members/volunteers in foot traffic. Valued at \$1,200)
- Branded convention lanyard with organization name/logo (estimated 1,000 Soroptimist members, staff and volunteer users. Valued at \$3,200)
- Co-branded convention tote bag with organization name/logo (estimated 1,000 bags to be distributed)
- One (1) tote bag insert for all registered attendees (estimated 1,000 bags to be distributed)
- One (1) pre- and one (1) post-convention co-branded email blast highlighting your organization's support of Soroptimist Dream Programs, sent to Soroptimist member mailing list (approximately 12,000 member email addresses internationally)
- Name, logo, link and 100-word organization profile on convention webpage at www.soroptimist.org
- Two (2) posts on Soroptimist social media during sponsored convention events (average convention social media reach: 95,000 users)
- Verbal recognition at convention general session (estimated 800-1,000 members in attendance)
- Branded signage at convention entrance and in general sessions (estimated 800-1,000 members in attendance and foot traffic)
- One (1) full-page ad in convention program (inside front cover—valued at \$950)
- Access to final convention video and photo gallery, to include sponsor highlight reel
- Four (4) convention registrations (valued at \$625 USD each)

Mt. Shasta Sponsor (1 available, Signature Convention Sponsor)

\$12,500

- One (1) exhibit booth (10' x 10' for in exhibit area: includes skirted table, backdrop, two chairs and signage. Estimated 1,000 members/volunteers in foot traffic. Valued at \$1,200)
- Co-branded convention tote bag with organization name/logo (estimated 1,000 Soroptimist member, staff and volunteer users)
- One (1) tote bag insert for all registered attendees (estimated 1,000 bags to be distributed)



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- One (1) pre- and one (1) post-convention co-branded email blast highlighting your organization's support of Soroptimist Dream Programs, emailed to Soroptimist member mailing list (12,000 member email addresses internationally)
- Name, logo, link and 100-word organization profile on convention webpage at www.soroptimist.org
- Two (2) posts on Soroptimist social media during sponsored convention events (average convention social media reach: 95,000 users)
- Verbal recognition at convention general session (estimated 800-1,000 members in attendance)
- Branded signage at convention entrance and in general sessions (estimated 800-1,000 members in attendance and foot traffic)
- One (1) full-page ad in convention program (inside back cover. Valued at \$950)
- Access to final convention video and photo gallery, to include sponsor highlight reel
- Two (2) convention registrations (valued at \$625 USD each)

Mt. Adams Sponsor (1 available, Signature Convention Sponsor)

\$10,000

- One (1) exhibit booth (10' x 10' for in exhibit area: includes skirted table, backdrop, two chairs and signage. Estimated 1,000 members/volunteers in foot traffic. Valued at \$1,200)
- One (1) tote bag insert for all registered attendees (estimated 1,000 bags to be distributed)
- One (1) pre- and one (1) post-convention co-branded email blast highlighting your organization's support of Soroptimist Dream Programs to Soroptimist member mailing list (12,000 member email addresses internationally)
- Name, logo, link and 100- word organization profile on convention webpage at www.soroptimist.org
- Two (2) posts on Soroptimist social media during sponsored convention events (average convention social media reach: 95,000 users)
- Verbal recognition at convention general session (estimated 800-1,000 members in attendance)
- Branded signage at convention entrance and in general sessions (estimated 800-1,000 members in attendance and foot traffic)
- One (1) half-page ad in convention program (valued at \$500)
- Access to final convention video and photo gallery, to include sponsor highlight reel
- Two (2) convention registrations (valued at \$625 USD each)



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Mt. Baker Event Sponsor (2 available, select from events below)

\$7,500

- Recognition Dinner Event Sponsorship (estimated 620 members in attendance)

OR

- Friendship Dinner Event Sponsorship (estimated 620 members in attendance)
 - Branded event signage
 - Verbal recognition at the event
 - One (1) tote bag insert for all registered attendees (estimated 1,000 bags to be distributed)
 - Name and logo on the Soroptimist convention homepage at www.soroptimist.org
 - Ability to offer organizational branded materials and promotional giveaways at the event
 - One (1) complimentary VIP table (seating 10 individuals) for the event (valued at \$900)
 - Access to final convention video and photo gallery, to include sponsor highlight reel

Glacier Peak Event Sponsor (2 available, select from events below)

\$5,000

- Exclusive Laurel Society Major Donor Event (estimated 300 members in attendance)

OR

- Friday Night Social (estimated 300 members in attendance)
 - Branded event signage
 - Verbal recognition at the event
 - Name and logo on the Soroptimist convention homepage at www.soroptimist.org
 - Ability to offer organizational branded materials at the event
 - Five (5) complimentary tickets for the event (includes early access)
 - Access to final convention video and photo gallery, to include sponsor highlight reel

Workshop Event Sponsor (10 available, estimated 50-100 members in attendance)

\$1,250

- Branded event signage at workshop
- Verbal recognition at the workshop
- Name and logo on the Soroptimist convention homepage at www.soroptimist.org
- Ability to offer organizational branded materials at the workshop



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Inner Circle Major Gift Luncheon Sponsor (6 available, estimated 20 members in attendance)

\$500

- Branded event signage at luncheon
- Verbal recognition at the luncheon
- Name and logo on the Soroptimist convention homepage at www.soroptimist.org
- Ability to offer organizational branded giveaway at the luncheon

Advertisement Opportunities

The Soroptimist International of the Americas 46th Biennial Convention Program Book is the singular guide to this signature convention. Consider showing your support of our Soroptimist Dream Programs through a program ad:

- Reservation Deadline: March 1, 2020
- Artwork Deadline: March 15, 2020 (PDF format, 300 DPI or higher, 2 color)
- Email questions and ad files to susan@soroptimist.org

COST	SIZE	DIMENSIONS
\$250	¼ page	2.75 x 2.12 in
\$500	½ page	5.5 x 4.25 in
\$950	Full page	5.5 x 8.5 in



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SPONSORSHIP AND ADVERTISING ORDER FORM

2020 Soroptimist Convention, Bellevue, WA, July 22-25, 2020

Please return this form to Soroptimist, care of Susan Doughty/Fund Development Department, by fax 215-893-5200, or by mail to Soroptimist, 1709 Spruce Street, Philadelphia, PA 19103 by **MARCH 1, 2020**.

CONTACT INFORMATION
NAME
EMAIL
PHONE
ORGANIZATION
ADDRESS, CITY, STATE, COUNTRY

Payment may be made via check or credit card. Please complete with your preferred method of payment below.

CREDIT CARD	
NAME AS APPEARS ON CARD	
CREDIT CARD NUMBER	
SECURITY CODE	EXP DATE <input type="checkbox"/> MASTERCARD <input type="checkbox"/> VISA
SIGNATURE	
<input type="checkbox"/> I PREFER TO PAY BY CHECK (payable to Soroptimist International of the Americas)	

SPONSORSHIP AND ADVERTISING OPPORTUNITIES	
<input type="checkbox"/> Mt. Rainier SPONSOR: \$15,000	<input type="checkbox"/> WORKSHOP SPONSOR: \$1,250
<input type="checkbox"/> Mt. Shasta SPONSOR: \$12,500	<input type="checkbox"/> INNER CIRCLE LUNCHEON SPONSOR: \$500
<input type="checkbox"/> Mt. Adams SPONSOR: \$10,000	<input type="checkbox"/> ¼ PAGE AD: \$250
<input type="checkbox"/> Mt. Baker FRIENDSHIP DINNER EVENT SPONSOR: \$7,500	<input type="checkbox"/> ½ PAGE AD: \$500
<input type="checkbox"/> Mt. Baker RECOGNITION DINNER EVENT SPONSOR: \$7,500	<input type="checkbox"/> FULL PAGE AD: \$950
<input type="checkbox"/> Glacier Peak LAUREL SOCIETY EVENT SPONSOR: \$5,000	
<input type="checkbox"/> Glacier Peak Friday Night Social SPONSOR: \$5,000	



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