USC VOID ENS CONFERENCE 24

Sponsorship Opportunities

EMBRACING YOUR POWER

ABOUT USC WOMEN'S CONFERENCE

For the last 15 years, the USC Women's Conference has welcomed all members of the Trojan Family, bringing together women, non-binary and transgender people of all ages and backgrounds – alumnae, parents, students, and friends – for a day of programs and activities designed to inspire and empower them to create positive change in their personal lives, their communities, and the world.



OUR AUDIENCE

BY THE NUMBERS

Contactable Alumnae: ~100,000 Followers on USC Alumni Social Handles:

- Facebook | 35,000
- Instagram | 24,600
- LinkedIn | 39,000

Followers on Women's Conference Social Handles:

- Facebook | 2,100
- Instagram | 1,900

BY LOCATION

States with 1000+ contactable alumnae:

- California
- Texas
- Washington
- IllinoisColorado

• Virginia

• Arizona

- New York
- Florida

The top three counties represented in California are:

- Los Angeles
- Orange
- San Diego





OUR ATTENDEES

BY THE NUMBERS

Total Number of Registrants: 882 Total Number of Attendees: 753 Total Number of First-Time Attendees: 213



BY LOCATION

93% of 2023 conference attendees are from California, and 70% are from Los Angeles County.

98% of all conference attendees had a current mailing address on file in addition, all conference attendees were contactable by email.



WHAT OUR ATTENDEES ARE SAYING

"So wonderful to showcase our amazing leaders and alumni, and give them a platform to speak and share their experiences."

"I felt super rejuvenated and inspired from the event. Very rarely am I in spaces of (nearly) all women - was great to feel heard and seen and learn from other women. I also met some AMAZING women."

"This was one of the best, if not the best Women's Conference yet. The speakers were engaging and the topics were timely. Thank you!"

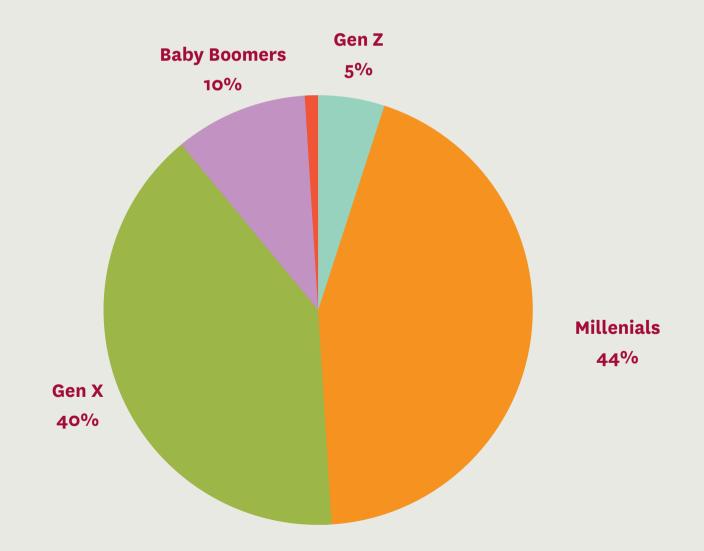
OUR ATTENDEES

BY THE AGE

Millennials (ages 27-42) comprised almost half of the attendees, with Gen X (ages 43-58) coming in second in 2023.

As of January 2020, the spending power of millennials was estimated at \$2.5 trillion annually by YPulse, surpassing previous expectations.

Alternatively, Gen X may be small in size, but they are often an overlooked generation with large purchasing power.



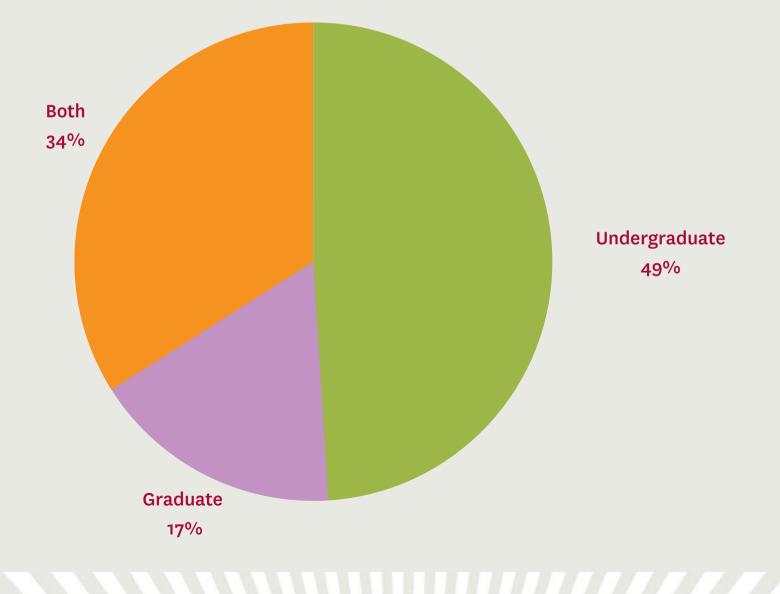
OUR ATTENDEES

BY THE EDUCATION

Almost half of 2023 conference attendees received their undergraduate degree from USC.

The top three schools represented among conference attendees were:

- USC Marshall School of Business
- USC Dornsife College of Letters, Arts and Sciences
- USC Annenberg School for Communication and Journalism



PRESENTING SPONSORSHIP (2 AVAILABLE) | \$35,000

Branding:

- Premier placement of hyperlinked company logo on Women's Conference website
- Premier placement of logo on email marketing
- Premier placement of logo in conference app
- Placement of logo on plenary sessions on stage
- Naming of one (1) Women's Conference breakout session stage
- Branding on live conference notes
- Logo inclusion on all conference signage and marketing

Marketing:

- 1 dedicated email to conference attendees
- Up to 2 customizable campaign sent through conference app pre and, or post conference
- Premier placement of in-person marketing table at the conference
- *one representative present during lounge hours
- 60-second video ad during conference plenary sessions
- Placement on presenting sponsor banner in conference app
- 3 dedicated "push" notifications in conference app
- Inclusion of a special gift or promotional materials in the conference gift bags
- 4 social media posts leading up to Women's Conference

Conference:

- Opportunity to present a breakout session during the conference
- Special podium recognition at the conference
- Opportunity to donate, sponsor, and present a raffle item at closing reception
- Conference admission
 - Up to 12 Thursday pre-conference reception tickets
 - Up to 25 Friday Conference tickets with reserved seating for plenary sessions
 - Reserved seating at networking lunch
 - Hosted Parking for 25 guests

HELEN OF TROY SPONSORSHIP | \$20,000

Branding:

- Premier placement of hyperlinked company logo on Women's Conference website
- Premier placement of logo on email marketing
- Premier placement of logo in conference app
- Logo inclusion on all conference signage and marketing
- Opportunity to name the networking breakfast, lunch, or closing reception

Marketing:

- 1 customizable campaign sent through conference app leading up to conference
- Premier placement of in-person marketing table at the conference
 - *one representative present during lounge hours
- 30-second video ad during conference plenary sessions
- Placement on presenting sponsor banner in conference app
- 1 dedicated "push" notifications in conference app
- Inclusion of a special gift or promotional materials in the conference gift bags
- 2 social media posts leading up to Women's Conference

Conference:

- Opportunity to present a breakout session during the conference
- Special podium recognition at the conference
- Opportunity to donate, sponsor, and present a raffle item at closing reception
- Conference admission
 - Up to 7 Thursday pre-conference reception tickets
 - Up to 15 Friday Conference tickets with reserved seating for plenary sessions
 - Reserved seating at networking lunch
 - Hosted Parking for 15 guests

HECUBA SPONSORSHIP | \$10,000

Branding:

- Placement of hyperlinked company logo on Women's Conference website
- Placement of logo on email marketing
- Logo inclusion on select conference signage and marketing
- Women's Conference social media graphic with company logo

Marketing:

- Premium placement of logo in conference app
- Premium placement of in-person marketing table at the conference
- *one representative present during lounge hours
- Static digital ad during conference plenary sessions (16:9 aspect ratio)
- 1 dedicated "push" notification in conference app
- 1 social media post leading up to Women's Conference

Conference:

- Podium recognition at the conference
- Opportunity to donate, sponsor, and present a raffle item at closing reception
- Conference admission:
 - Up to 5 Thursday pre-conference reception tickets
 - Up to 10 Friday Conference tickets with reserved seating for plenary sessions
 - Reserved seating at networking lunch
 - Hosted parking for 10 guests

GOLD SPONSORSHIP | \$5,000

Branding:

- Placement of hyperlinked company name on Women's Conference website
- Inclusion of company name on select conference signage and marketing
- Women's Conference social media graphic with company name Marketing:
 - Inclusion as a sponsor in conference app
 - Preferred placement of in-person marketing table at the conference
 - *one representative present during lounge hours
- Static digital ad during conference plenary sessions (16:9 aspect ratio) Conference:
 - Opportunity to donate or sponsor a raffle item at closing reception
 - Conference admission:
 - Up to 4 Thursday pre-conference reception tickets
 - Up to 8 Friday Conference tickets with reserved seating for plenary sessions
 - Hosted parking for 8 guests

CARDINAL SPONSORSHIP | \$3,500

Branding:

- Placement of company name on Women's Conference website
- Inclusion of company name in conference scroll
- Women's Conference social media graphic with company name

Marketing:

- In-person marketing table at the conference
 - *one representative present during lounge hours
- Static digital ad during conference plenary sessions (16:9 aspect ratio)

Conference:

- Opportunity to donate or sponsor a raffle item at closing reception
- Conference admission:
 - Up to 3 Thursday pre-conference reception tickets
 - Up to 6 Friday Conference tickets with reserved seating for plenary sessions
 - Hosted parking for 6 guests

*Sponsorship opportunities may not be combined. Additional sponsorship tickets are \$250 per person. Sponsorships are tax deductible less \$100 cost per person food/beverage if package includes conference ticket(s).

Charitable contributions are fully tax deductible. USC Tax Identification #95-1642394



USC MENS CONFERENCE 24

THANK YOU FOR YOUR CONSIDERATION

Questions? Email Ashley Bonanno-Curley at bonanno@usc.edu To become a sponsor visit tinyurl.com/WC24Sponsor