



Sponsorship Opportunities

THE UNSTOPPABLE POWER OF WOMEN

March 7, 2025

ABOUT THE USC WOMEN'S CONFERENCE

For the last 17 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 | • Arizona |
| • Texas | • Illinois |
| • Washington | • Colorado |
| • New York | • Virginia |
| • Florida | |

*Listed in descending order of population



The top three counties represented in California are:

- Los Angeles
- Orange
- San Diego

OUR 2024 ATTENDEES

BY THE NUMBERS

Total Number of Registrants: 800

Total Number of Attendees: 689



BY LOCATION

92% of 2024 conference attendees are from California, and 76% 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."

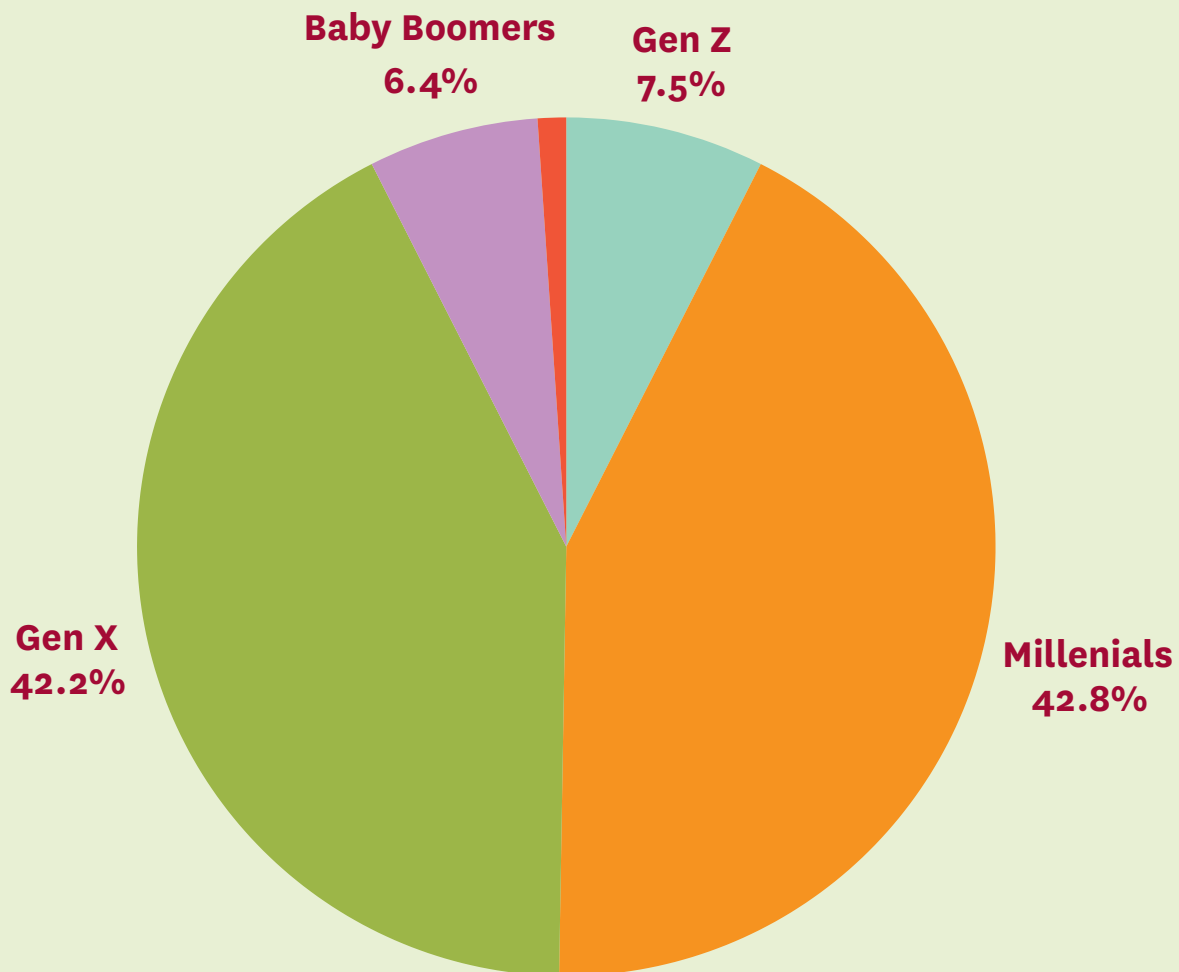
"This was one of the best, if not the best Women's Conference yet. The speakers were engaging and the topics were timely. Thank you!"

OUR 2024 ATTENDEES

BY THE AGE

Millennials (ages 27-42) and Gen X (ages 43-58) each represented ~40% of the attendees.

Reach an influential audience of decision-makers and high earners. 85% of attendees are Millennials and Gen X, groups with a combined annual spending power exceeding \$2.5 trillion.



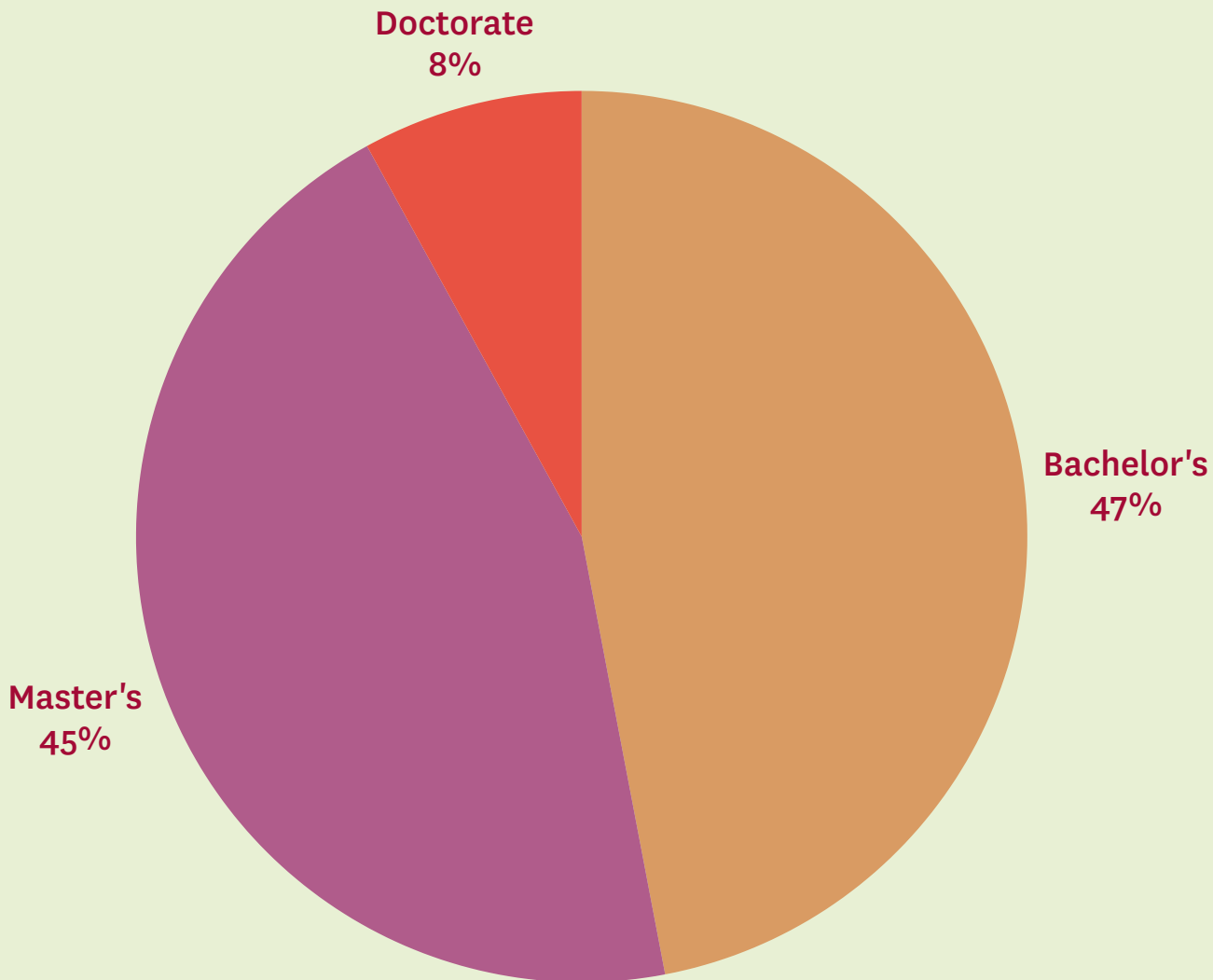
OUR 2024 ATTENDEES

BY THE EDUCATION

More than 50% of conference attendees received their graduate 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 Rossier School of Education



2025 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP (1 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
- Premier placement of logo at event
- Custom branding on attendee lanyards
- 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 campaigns sent through conference app before and, or after conference
- Premier placement of in-person marketing table at the conference
 - *1 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 or introduce a plenary session during the conference
- Special podium recognition during opening and closing sessions
- Opportunity to donate, sponsor and present a raffle item at closing reception
- Conference admission
 - Up to 30 Friday conference tickets with reserved seating for plenary sessions
 - Reserved seating at networking lunch
 - Hosted parking for 30 guests

2025 SPONSORSHIP OPPORTUNITIES

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
 - *1 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
- Podium recognition at the conference
- Opportunity to donate, sponsor and present a raffle item at closing reception
- Conference admission
 - Up to 20 Friday conference tickets with reserved seating for plenary sessions
 - Reserved seating at networking lunch
 - Hosted parking for 20 guests

2025 SPONSORSHIP OPPORTUNITIES

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
 - *1 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 10 Friday conference tickets with reserved seating for plenary sessions
 - Reserved seating at networking lunch
 - Hosted parking for 10 guests

2025 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP | \$7,500

Branding:

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

Marketing:

- Inclusion as a sponsor in conference app
- Premium placement of in-person marketing table at the conference
 - *1 representative present during lounge hours
- Static digital ad during conference plenary sessions (16:9 aspect ratio)
- 2 push notifications in the conference app

Conference:

- Opportunity to donate or sponsor a raffle item at closing reception
- Recognition at closing networking reception
- Conference admission:
 - Up to 8 Friday conference tickets with reserved seating for plenary sessions
 - Hosted parking for 8 guests

2025 SPONSORSHIP OPPORTUNITIES

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
 - *1 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 6 Friday conference tickets with reserved seating for plenary sessions
 - Hosted parking for 6 guests

2025 SPONSORSHIP OPPORTUNITIES

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
 - *1 representative present during lounge hour

Conference:

- Opportunity to donate or sponsor a raffle item at closing reception
- Conference admission:
 - Up to 4 Friday conference tickets with reserved seating for plenary sessions
 - Hosted parking for 4 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



THANK YOU FOR YOUR CONSIDERATION

Don't see a perfect fit? Let us tailor a sponsorship package to align with your business goals, ensuring maximum impact.

Questions? Email Ashley Bonanno-Curley at bonanno@usc.edu