

SHE OWNS IT

she biz!

BLACK WOMEN WINNING HYBRID CONFERENCE SPONSORSHIP PACKAGE



**MARCH 2023
WOMEN'S
HISTORY
MONTH**



the lea pearl group inc.

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is a one-day conference created for Black women by Black women, supported by Black men, and everyone is welcome to attend the event. The day will be filled with powerful conversations through panels, workshops, a keynote speaker, and interviews to inspire attendees to become all they are meant to be in business. Held in March during Women's History Month creates a space for the fastest demographic to open businesses or be promoted within large organizations. Making the day comfortable to encourage networking and fellowship as the ladies build a business sisterhood to support each other. This day will give numerous opportunities for attendee engagement, learning, and access to Black woman-owned and supported brands.

Returning for a second year to water the seeds planted in year one, sharing knowledge, inspiring more women and girls, and sparking ideas as a bond in business continues to grow, empowering participants in business and personal growth to better society.

Produced by With an Eye PR
& The Lea Pearl Group, Inc.

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HIGHLIGHTS

- **Produced by Black women for women of color, everyone welcome**
- **Held in Chicago, IL - UIC Forum 1213 S. Halsted St.**
- **Hybrid Conference (Virtual option)**
- **Exclusive networking with women in business**
- **Opportunity to expand brands and enhance careers**
- **Expected Onsite Attendance: 500+**
- **Expected Virtual Attendance: 1,000+**
- **Chance to support a growing, vital annual event**



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PRESENTING SPONSORSHIP PACKAGE - \$15,000 Opportunity for Exclusivity

- Broadcast Opening and closing with logo and sponsorship listing in pre-produced commercial
- Video (30-second; 60-second) commercial to run multiple times during the conference, provided by the sponsor
- Physical Signage and product placement display throughout the conference/placement will be at the organizer's discretion to ensure it weaves into the program seamlessly.
- Vendor Table in the primary location at the conference
- "Presented by" status
- Verbal mentions at the event; representative to speak and or participate in the conference
- Include items for gift bags to conference attendees
- "She Rocks" Sponsorship (Virtual Happy Hour and Conference Closing Reception)
- Sponsored Gifts Sent to Attendees, Panelists, Speakers
- 20 passes to the conference; Donate 10 to students from the UIC CHANCE Program
- Logo on all promotional and marketing materials
- Logo and or name on Honorees Award
- Representative speak at the conference; participate as panelist or expert
- Electronic Program Booklet, including a letter, logo, and full-page Ad
- Logo included in wrap-up video
- Photos opportunities at the event; on-site interviews
- Name included in the press release as presenting sponsor; provide a quote; representative pitched for media interviews
- Host a Pre-Conference Event to promote the conference
- Logo included in live stream

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I BELIEVE IN WOMEN IN BUSINESS SPONSORSHIP PACKAGE - \$10,000



- **Video (30-second) commercial to air four times during the conference, provided by the sponsor**
- **Vendor Table**
- **Sponsorship recognized**
- **Verbal mentions during the event**
- **Include items for the gift bags for conference guests**
- **Sponsored Gifts for conference participants**
- **10 tickets to the conference; 5 tickets donated to the UIC CHANCE Program**
- **Logo on promotional and marketing materials**
- **Electronic Program Booklet for the conference half-page ad**
- **Mention in the wrap-up video**
- **Photos opportunities**
- **Name included in the press release as a sponsor**
- **Invite to Pre-Conference Event**

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I SUPPORT WOMEN IN BUSINESS- \$5,000

- **Verbal thank you at the event**
- **Include items in the gift bags for conference guest**
- **Sponsored gifts for conference participants**
- **Vendor Table**
- **Electronic Program Booklet Company name listed**
- **4 passes to the conference; 2 tickets donated to UIC CHANCE Program**
- **Photo opportunities at the event**
- **Invite to Pre-Conference Event**



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We dedicate this year's conference to Mamie Till Mobley



Overall, She Owns It She Biz is more than a conference. It is a gathering of like-minded women who want more and expect more for themselves. In the spirit of this strength, the conference will honor the legacy of Mamie Till Mobley, the mother of Emmett Till. He was lynched in Mississippi while visiting his family for a summer vacation in 1955. Mamie found the strength in her grief to share what happened to her son with the world. She was an important voice and leader of the Civil Rights Movement. It was needed then, and it's still needed today; Black women coming together to affect real change in society, workplace, and entrepreneurial spaces.

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"We are only given a certain amount of time to do what we were sent here to do. You don't have to be around a long time to share the wisdom of a lifetime. You just have to use your time wisely, efficiently. There is no time to waste."

— **Mamie Till-Mobley, Death of Innocence: The Story of the Hate Crime that Changed America**





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CONFERENCE PANELS

9AM - 4PM (Tentative)

She's the Business - Women who dared to dream, stepping out on faith to make it a reality. A candid discussion of what it means to build a successful business from the ground up. Owners share how they manage the growing pains as they celebrate their accomplishments.

She's the Executive - How to navigate and achieve career goals in Corporate America to be promoted to leadership, adding to the growing number of women executives and firsts. What is your responsibility to other women when you get to the top?

She Owns It - Learn the pros and cons of buying and owning property. How women can become homeowners and landlords, not just tenants. Understand how owning property can help you sustain your business.

She Takes Care - Selfcare is a common term in today's culture, especially for women. How do we move beyond the conversation to incorporate a Health and Wellness plan into the career-oriented woman?

She Uses Her Voice - It is more urgent today than ever that the female voice is heard and amplified. Speaking out about issues concerning women not only brings awareness to gain support. How do we, as a sisterhood, invest in the next generation of female leaders?

She Creates - Women working in the creative spaces explain how they turned their passion into providing livelihoods for themselves and their families. What are their contributions to help uplift women, women of color in the culture?

She Reps - Brands are showcasing more realistic images of women in campaigns allowing more of us to see ourselves. What does it mean for women in business to have a more substantial presence in the public eye.



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CONFERENCE WORKSHOPS

9AM - 4PM

WORKSHOPS

- She's Got Goals - Learn realistic steps on how you can reach your goals
- She's Organized - Professional organizer helping you get organized for success
- She Meditates - Get quick techniques to help you relieve stress when you need to relax
- She Brands - Receive helpful tips on how you can market your business/brand
- She Has Money - Find out ways you can invest and grow your money

EXPERTS

- Creditable Men & Women will provide their expert advice to attendees who set up a one-on-one meeting

KEYNOTE SPEAKER

- Dr. Gena Jones, Author of Legacy Made Simple

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RECOGNIZE HER AWARDS

- CreatHer
- InnovatHer
- LegaShe
- ActivatHer
- Herstory
- Shero

SHE ROCKS ON & ON!

- Close-out reception with a short concert featuring live female artists.



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THANK YOU FOR YOUR CONSIDERATION



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2022 PRESS & MARKETING

- WGN Morning News (Tribune) Interview
- WCCI-FM Morning Show (iHeart) Mention
- rollingout.com (Steed Media) profile
- Red Level Entertainment e-mail marketing
- Bean Soup Times e-mail marketing



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