

SPONSORSHIP OPPORTUNITIES



YOUNG EVENTS GROUP PRESENTS

WOMEN 2 WOMEN 3rd Annual Conference

Intergenerational Life Lessons & Legacies

2016 MARCH 5

OMNI HOTEL AT CNN CENTER

“OMG! My mentor brought me to the Women2Women Conference so I could experience the **power and success** of a diverse group of women. I was so amazed! The Microsoft workshop for teens and Dr. Barbara’s Wisdom Circle were highlights of my day. Thank you.”

-Asia Jones, 16, high school student

“It was very refreshing to meet other **professional women**, and share ideas and strategies on how to leverage our expertise to move forward in our careers while **balancing our personal lives** as wives, mothers, and caregivers.”

- Susan Jefferson, 49, corporate executive

“I left the conference **feeling energized** and having a lot of hope for the development of today’s young women.”

- Doris Chambers, 70, retired educator

Don't miss this opportunity to come together and share life lessons and experiences with women of all generations. You will be inspired, empowered and transformed.



www.women2womenconference.com

YOUNG EVENTS GROUP





YOUNG EVENTIONS GROUP PRESENTS
WOMEN 2 WOMEN
3rd Annual Conference

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***"I have learned that people
will forget what you said, people
will forget what you did,
but people will never forget
how you made them feel."***

- Maya Angelou

DEAR SPONSOR:

On behalf of Young Events Group (YEG), I am pleased to invite you to partner with us on a program specifically designed to address the needs of women and girls.

I want to ensure that the status of women and girls is enhanced and supported through collective mentoring, education, and resource and information sharing that will help safeguard families; preventing and ending generational deprivation. To that end, I founded Young Events Group, Inc. (YEG), a non-profit 501(c)(3) organization established to help women of all ages and their families deal with issues that impact them daily and to expose them to resources and information that will help improve and transform their lives.

I am inviting you to partner with YEG as we host the:

3RD ANNUAL WOMEN2WOMEN CONFERENCE

Intergenerational Life Lessons and Legacies

March 5, 2016

Omni Hotel at CNN Center

Your gift will ensure the success of the Women2Women Conference as we seek to reach thousands of women in person and online. Enclosed is a list of the benefits that your participation guarantees. Sponsorship participation not only showcases your brand to key influencers and connectors from the public and private sector, it underscores your commitment to helping YEG develop the next generation of strong, confident women making strides and changing the world as we know it. With your help, we can do this together.

Please take a moment to review the enclosed Sponsor Benefits and complete the Sponsor Agreement to confirm your participation today.

If you have questions regarding sponsorship, you may contact me directly at 404-374-7736 or youngeventionsgroup@gmail.com. Thank you for your kind consideration.

Joy & Peace,

Sonjia W. Young

President and Founder

Young Events Group, Inc.



INTERGENERATIONAL LIFE LESSONS AND LEGACIES

Current economic trends have created new sets of challenges – and opportunities – for women and girls. There is a great need to help women of all ages, races and income brackets navigate and manage this new economic paradigm which in some instances has created adverse outcomes for the families, education, career, and health and wellness of women and girls.



The goal of the conference is to bring women together to share life lessons and experiences that will inspire attendees to live better, healthier lives; empower them to achieve their dreams; and impart information that will transform their lives, especially as it relates to health and wellness, finances, career, entrepreneurship, and social responsibility.



The conference will feature a diverse and influential roster of dynamic women who will share candid and compelling information over a series of morning workshops; followed by the Maya Angelou Phenomenal Woman Awards Luncheon; and the return of last year’s highly successful and sought after Wisdom Circles. The day culminates with a networking reception designed to make meaningful and powerful connections between sponsors, attendees and speakers. YEG will donate a portion of the conference proceeds to provide scholarships to the Maya Angelou Teen Center at the Andrew & Walter Young Family YMCA.



The 2015 conference was a resounding success. Women from all walks of life and across generations came together to share life lessons and experiences. The highlight of the conference was the keynote address by Susan L. Taylor, Editor-in-Chief Emerita, *Essence Magazine*. As the current Founder & CEO of the National CARES Mentoring Movement, Ms. Taylor served as an inspiration and reminder to over 650 conference attendees of the importance of our role as mentors for the future generations.



Susan L. Taylor, Editor-in-Chief Emerita, *Essence Magazine*



“This was the first women’s conference I ever attended. I found the concept of women sharing experiences across generations to be amazing. I gained insight and wisdom from elders, peers, and even younger women. This conference spoke to the personal realities of being a woman. I look forward to next year!”

- Gloria Leonard, 35, entrepreneur

The 3rd Annual Women2Women Conference provides a premier opportunity to showcase your business, products and services as well as interact face to face with over 650 conference attendees! We've ditched the cookie cutter motivational rhetoric and created a full day of authentic events, that help you connect and collaborate with an audience of extraordinary women who are looking for the best in their professional and personal lives.

Our program is about bringing women together across generations to share life lessons and experiences in order to inspire, empower and transform lives. The Women2Women Conference is about helping women further their vision and finding real solutions to the challenges women face every day.

Why Partner with Young Events Group to Sponsor the ANNUAL WOMEN2WOMEN CONFERENCE?

THE SIMPLE FACTS:

The Power of Women!

Women are responsible for 83% of all consumer purchases:

- Real Estate 91%
- Auto 85%
- Home Furnishings . . . 94%
- Vacations 92%

The Power of Social Media!

- 53% of adult females use social media at least 5x on a weekly basis!
- Their top interests are entertainment, food, health/wellness, recipes/cooking, fashion/beauty/shopping.
- 34% of women use social networks to get information, while 20% are looking for advice and recommendations.

The Powerful Women2Women Audience!*

Our attendees are from all walks of life:

- Corporate Executives
- Entrepreneurs
- Educators
- Students
- Health Care Professionals
- Clergy
- Community Advocates
- Elected Officials

Our attendees represent a wide range of ages:

- 23% are ages 55-65
- 45% are ages 45-54
- 20% are ages 35-44
- 12% are ages 34 and under

Our attendees have disposable income:

- 30% have income levels of \$100,000 and above
- 25% have income levels of \$80,000 – \$99,000
- 27% have income levels of \$60,000 – \$79,000
- 18% have income levels of \$59,000 and under

Our attendees are educated:

- 33% have Advanced Degrees
- 28% have 4-Year College Degrees
- 16% have 2-Year College Degrees
- 23% have High School Diploma

**based on data from 2014 and 2015 conference attendees*

2016 CONFERENCE SPONSOR BENEFITS

BENEFIT	LEGACY CIRCLE \$25,000	LEADERSHIP CIRCLE \$15,000	EMPOWERMENT CIRCLE \$10,000	INFLUENCER \$5,000	SUPPORTER \$2,500
Webinar Presentation <i>(subject to approval)</i>	✓				
Guaranteed Speaking Opportunity <i>(subject to availability and provided speaker is appropriate for a given topic)</i>	✓	✓			
Recognition from the Podium	✓	✓	✓		
Photo with Keynote Speaker posted to Social Media and Website	✓	✓	✓		
Logo Placement and Hotlink on Website	✓	✓	✓	✓	
Logo Placement on Video Screens	✓	✓	✓	✓	✓
Logo Placement on Sponsor Signage	✓	✓	✓	✓	✓
Promotional Items included in Swag Bags	✓	✓	✓	✓	✓
VIP Conference Registrations <i>(includes Reserved VIP Seating at luncheon)</i>	20	10	10	6	2
General Conference Registrations <i>(includes General Seating at luncheon)</i>	-	10	6	6	2
Mentions on Facebook and Twitter	6	4	2		
Mentions in Pre-Conference E-blasts	4	3	1		
Color Ad in Souvenir Program Book	Full Page <i>(Featured)</i>	Full Page	½ Page	¼ Page	
Exhibit Space in Registration Area	10' x 10'	8' x 8'	Table Top	Table Top	

For more information, contact YEG at 404-445-8208 or email youneventionsgroup@gmail.com.

Confirm your level of support by checking the appropriate box below. Complete your contact information, sign, scan and email the form to youngeventionsgroup@gmail.com. **Signed forms must be received by February 5, 2016 in order to be included in pre-conference promotional materials. Full payment is due by February 26, 2016.**

Please read the entire document carefully, as some of the terms may have changed from previous years.

Young Events Group, Inc. is a non-profit 501(c)(3) organization (EIN#46-3864590). All contributions are tax deductible as allowed by law. All checks should be mailed to: **Young Events Group, Inc., 3695 Cascade Road, SW, Suite F 2157, Atlanta, GA 30331.**

Level of Support

- Legacy Circle – \$25,000
 Leadership Circle – \$15,000
 Empowerment Circle – \$10,000
 Influencer – \$5,000
 Supporter – \$2,500

Complete contact information required. Please print or type.

Sponsor Contact Information

Billing Information (if different than contact)

Name:	Name:
Title:	Title:
Company:	Company:
Street Address:	Street Address:
City/State/Zip:	City/State/Zip:
Phone: Fax:	Phone: Fax:
Email:	Email:

Complimentary Registration Passes

All names of firm representatives must be submitted by the date specified in the sponsor information packet. You will receive the information packet soon after this form is received by YEG. Any complimentary passes that have not been allocated by the specified deadline will be forfeited. Please remember to include all exhibit staff and speakers in the pass allocation.

Advertising Specifications and Deadlines

Detailed advertising specifications and deadlines will be provided to you. All first-time sponsors (or firms with revised branding) should email your firm's **high resolution logo** to leonardgroup3@earthlink.net in vector EPS format after executing this agreement. Other low res formats (png, gif or bmp files) are **NOT** acceptable and can not be used in printed promotional materials. Speakers will need to submit a headshot as a **high resolution 300 dpi photo** in JPG or TIFF format.

Payment

Payment for sponsorship is due upon receipt of the invoice. If payment in full is not received by February 26, 2016, all complimentary passes, as well as exhibit space and speaker participation (if applicable) will be cancelled. There will be no exceptions. You may pay using company check or electronic funds transfer (EFT).

Cancellation Policy

Upon signing this agreement, your firm is responsible for payment in full. In the event that YEG cancels the event due to an act of God, declaration of war, act of foreign enemies, or any other act that directly or indirectly causes cancellation of the conference, YEG shall have the right to retain 30% of the sponsorship to cover pending costs. The remaining fees shall be credited to the sponsorship of one or more future events to be determined at YEG's sole discretion.

For more information, contact YEG at 404-445-8208 or email youngeventionsgroup@gmail.com

Signature of Acceptance

Printed Name

Date

on behalf of _____

(Company)



Sonjia W. Young,
 President and Founder
 Young Events Group, Inc.