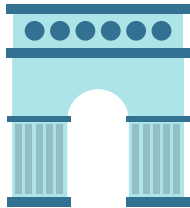


Sponsorship



FOUNDING SPONSOR

Demonstrate real change. Impact women with support that matches your business needs and scales our model. Diversify your talent landscape and drive numbers of female leaders into your pipeline. Branded communications, programmatic search services, ongoing talent access, board involvement, increased visibility via underwritten PR, 1 branded web offering as a gender equity champion. \$25k and/or commit to a COHORT (5-10) Flexreturn®/Direct Hire Placements.

ENTERPRISE SPONSOR

As a progressive company dedicated to impacting gender equity. Highlight your brand on 1 web offering and in ALL event PR, communications, table top displays, and up to 5 FREE attendees. Highlight your alignment with our mission in branded communications. \$15k and/or Commit to a PILOT of 3 Flexreturn/DH Placements.



ANNUAL EVENT SPONSOR

Annual commitment to sponsor our 5 major events. Recognition in event opening remarks, speaking opportunities. Branded placements in pre-event communications in all media channels. Table top display and Event signage, 3 FREE attendees. \$10k

EVENT SPONSOR (ONE-TIME)

Commitment to sponsor one keystone event aligned with your company's diversity recruitment initiatives. Price varies on degree of integration in terms of speaking and table top display space. Branded ad placement in the event's communications, PR, and signage across all media channels. One FREE attendee. \$300-\$2,500



PLEDGING PARTNER | ONLINE

Show your support of our social mission. As a pledging partner you are in favor of "measuring talent by skills and experience, and acknowledging the value in caregiving." Secure branded presentation on our site upotential.org, newsletter & social media posts highlighting your company. \$1,250

WHY SPONSOR?

- Just 6.2 % of CEOs in S&P 500 companies are women. (Catalyst.org)
- Companies with 30% female execs are outperform others. (wbcollaborative.org)
- Women-led teams result in higher employee retention (Forbes.com)
- COVID created "she-cession" stripped women of a decade of progress. (McKinsey.com)

Untapped Potential can help you both retain your female talent and diversify your pipeline of senior leaders.



IMPACTING GENDER EQUITY AND OVERCOMING
THE MOTHERHOOD PENALTY

WWW.UPOTENTIAL.ORG/PARTNER-SIGNUP

860-499-3788