

## Greetings Esteemed Colleagues,

The Greater St. Louis Chapter WIFS has a multitude of fabulous marketing opportunities available for 2016, and we're here to share them with you.

### ***Why should you consider sponsoring WIFS?***

#### **OUR MISSION**

As the preeminent professional organization for women in the financial services industry, Women in Insurance & Financial Services (WIFS), founded over 75 years ago, is dedicated to **attracting** capable women to the financial services sector, helping them **develop** their talents and **advancing** them toward their fullest potential. Learn more at [wifsnational.org](http://wifsnational.org)

#### **OUR CULTURE**

In three simple words: **Pay It Forward**. A typical WIFS member is smart, savvy, driven, entrepreneurial and acutely aware that business happens based on relationships. For this reason, we hold one another to the highest standards of integrity and excellence and continually ask the question "how can I help you?" We count both women and men among our members.

#### **AUDIENCE**

Our Greater St. Louis chapter is actively growing to include financial planners and advisors, insurance agents, CPAs, attorneys, real estate professionals, mortgage lenders, bankers, trust officers, business coaches, and other key industry partners.

#### **WHAT YOUR SPONSORSHIP DOES**

WIFS events include Lunch & Learns and Social Mixers that allow our members to learn, network, and have fun as well as volunteer opportunities to give back to our membership and the greater community, all of which equate to both personal and business growth and development. Your sponsorship provides you the opportunity to promote your company.

We have great, affordable sponsorship opportunities from \$100 - \$2500.

We would also be delighted to create a new offer for you if there's something specific you would like to accomplish.

**Contact us today!**

<mailto:wifs.stl@gmail.com>

**2016 WIFS Sponsorship Committee**



## Greater St. Louis Chapter WIFS Sponsorship Opportunities at a Glance

### ANNUAL SPONSORSHIPS

**\$2500** Diamond Level

**\$1000** Ruby Level

**\$500** Patron Level

### EVENT SPONSORSHIPS

**\$275 Lunch & Learn** 4 events, 2 sponsors for each event

**\$300 Vendor Table** for Special Events (*multiple available contact for information*)

**\$500 Centerpiece Sponsor** for Special Events (*1 available*)

**\$750 Business Mixer** 2 events (*2 available*)

**\*\$750 Wine/Cocktail Sponsor** for Special Events as indicated (*1 available*)

*We will be here throughout the year to help make sure you utilize your sponsorship to the fullest.*

### 2016 CALENDAR OF EVENTS

**January 27:** "Being Authentic in a Male Driven Industry" Deborah LeeAnn Morley

**February 24:** "Mining for Leads in the St. Louis Business Journal" Sherry Benkelman

**March 23:** "myRA" Ingrid Taylor

**April 27:** "The Market in the Election Year: COFE! COFE! COFE!" Juli Niemann

**May 25:** "Getting to Yes to Close the Sale" Donna Forgy

**June 22:** "Women At the Top" Carol L. Rogers

**July:** No meeting - Summer Holiday

**\*August 24:** "Dress for Success: Wine, Cheese and Wardrobe Makeovers"

**September 28:** MEMBERS ONLY – Business meeting and nominations

**October 26:** "How to Get More Warm Leads in 1 Hour than Most Advisors Get in 1 Month" Deirdre Van Nest  
(Joint breakfast meeting with NAIFA)

**November 16:** "The Insider's Path to Success" Panel Discussion (Speakers TBD)

**\*December 14:** Holiday Event and recipe swap

### ANNUAL SPONSORSHIPS

For full details on the additional benefits associated with each sponsorship level, please see the chart provided with this information packet.

#### **DIAMOND LEVEL \$2,500** Let your company shine throughout the year

*Your annual sponsorship at our Diamond Level provides an extraordinary level of support to the organization and our members, as well as women in our industries.*

Sponsoring the Greater St. Louis WIFS chapter at this level means your company will be featured in all of our promotional announcements and materials at our events, including the opportunity for a 3-minute presentation to our members and their guests. You will be recognized at all of our events, and your company message and logo will be consistently reaching our membership and greater database of dynamic professionals in the local area.

**RUBY LEVEL \$1,000 Show your company's commitment to women in the financial services industries**

*Your annual sponsorship at our Ruby Level provides much needed support to our organization and our members, as well as women in our industries.*

Sponsoring the Greater St. Louis WIFS chapter at this level means your company will be featured in all of our promotional announcements and materials for our special events, including the opportunity for a 1-minute presentation to our members and their guests. Your company will have the great opportunity to stand out to our membership and be spotlighted at every touch point we have.

**PATRON LEVEL \$500 Reach our valued membership while promoting your company**

*Your annual sponsorship at our Patron Level shows your support for women in the financial services industries.*

This level puts you front and center with our membership through your inclusion in our marketing materials and promotional announcements for our special events, Lunch & Learn series, and Mixers.

**SINGLE EVENT SPONSORSHIPS**

**LUNCH & LEARN \$275 Highlight your business to our members and their guests – Speaker has initial opportunity for sponsorship**

*NOTE: Limited opportunities available: Two (2) sponsors for each of our seven 2016 Lunch and Learn events. Our Lunch and Learn program series is our most consistent and popular event, giving you the opportunity to be featured in all of our promotions for your Lunch and Learn meeting, as well as a chance to present yourself and your business to our membership.*

Your logo displayed on our chapter social media, visited by members, non-members, media and many other chapters nationwide throughout the year. Your logo and brief description on Lunch and Learn announcements 2-minute presentation about your business at one event, one free registration to one event and opportunity to place one promotional item you provide at each seat.

**BUSINESS HAPPY HOUR MIXER \$750 You're the star! Join in the fun with our members and their guests**

*NOTE: There are 2 opportunities available. Our popular Mixer Evenings are a great way for our members and their guests to get to know each other better in a casual, fun setting. Your sponsorship gives you the opportunity to share who you are and what you do.*

Your logo displayed on our social media, visited by members, non-members, media and many other chapters throughout the year. Your logo and brief description on Mixer announcements, 3-minute presentation about your business at the event, four free registrations to the event, opportunity to hand out promotional items at the event, and Wine/Cocktail Sponsor qualifies

**SPECIAL EVENT VENDOR TABLE \$300 Meet St. Louis-area professionals at our highly attended special events**

*NOTE: Limited tables available.*

We are again offering a limited number of vendor tables to individuals and businesses that wish to be visible to our members and guests. Includes 6' table with linens, Wi-Fi and limited access to electrical outlets Your table purchase includes one registration to the event, and additional staff may join you at the member rate

**Want to sponsor something else? Let's get creative! Contact us!**

*\*Minimum participation requirements for implementation*

## Greater St. Louis Chapter

**Make checks to Greater St Louis Chapter WIFS and Mail to:  
Greater St. Louis Chapter WIFS • c/o Carol Kuebrich Treasurer  
1734 Clarkson Rd Suite 286 • Chesterfield, MO 63017**

*Sponsorship Fees are Non-refundable and no disbursement of information allowed prior to payment receipt*

Company Contact: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Company Web Site: \_\_\_\_\_

St. Louis area contact: \_\_\_\_\_

St. Louis area contact method: \_\_\_\_\_

Company Mailing Address: \_\_\_\_\_

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\_\_\_\_\_

### Please Provide

\_\_ A logo file to place on the event registration, flyers and emails (jpg format if available)  
mailto:wifs.stl@gmail.com

\_\_ Payment paid in full in advance to guarantee exposure of your sponsorship Make checks to Greater St Louis Chapter WIFS

\_\_ email wifs.stl@gmail.com for info and to submit the above material

**Please tell us a little more about your company and the benefits to our  
Greater St. Louis Chapter WIFS Members**

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**Thank you for sponsoring the Greater St. Louis Chapter of WIFS!**