



2023

# SPONSORSHIPS

WOMEN IN CONSUMER FINANCE



DECEMBER 11-13, 2023  
PALM SPRINGS, CA



# WHY SPONSOR WCF?



**The premier networking and career-enhancing community in the industry.**

You won't find a more engaged, open and enthusiastic audience anywhere else. We create the conditions for true connection - the kind that leads to deep professional relationships - through a meaningful shared experience.

Companies that partner with WCF are viewed as leaders in hiring, inclusivity and support for women's careers.

In short: When you partner with WCF you get brand awareness, brand enhancement, and uniquely effective networking.



For more information, contact:  
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# WHO IS IN THE WCF AUDIENCE?



**400+**  
in-person attendees

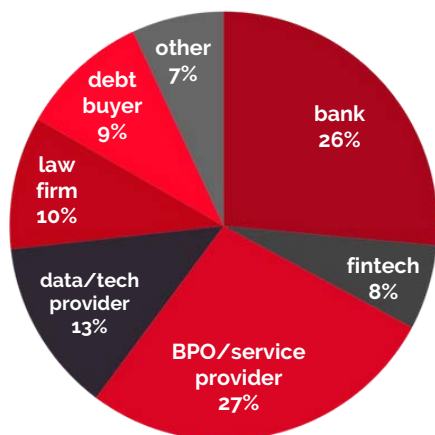


**avg. 200**  
virtual workshop attendees

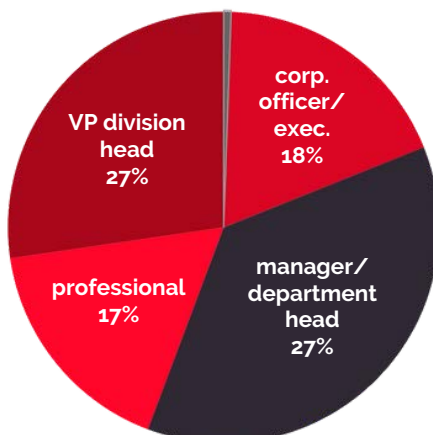


**12,000+**  
women leaders on our carefully curated  
promotional-list with <.5% opt-out rate

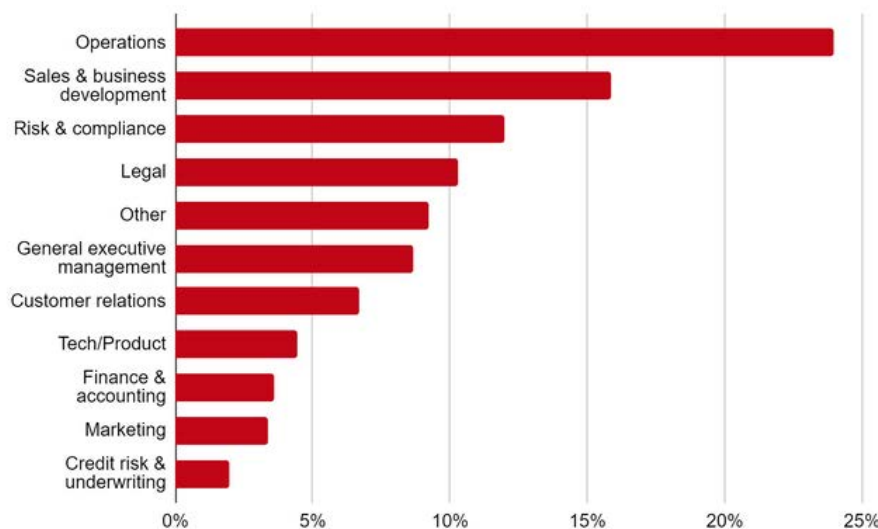
**2022 Attendees  
by Company Type**



**2022 Attendees  
by Role**



**2022 Attendees by Function**



## Partial list of 2022 Attending Companies

Alaska USA Federal Credit Union  
American First Finance  
Aqua Finance, Inc  
Best Egg  
Beyond Finance, LLC  
Capital One  
Choice Payment Services, Inc.  
Citigroup  
Citizens Bank  
CURO Financial Technologies Corp.  
DebtBlue  
Deloitte  
Discover  
ECSI, A Global Payments Company  
Equabli, Inc.  
Equifax  
Experian  
Finvi  
First Allegiance  
First Credit Services, Inc  
Forward Bank  
Genesis Financial Solutions  
Genesys  
Goldman Sachs  
Heights Finance Corporation  
iCare Financial Corp  
iQor  
Key Bank  
LiveVox  
Mariner Finance, LLC  
Mechanics Bank  
National Debt Relief  
Nationwide Credit Corporation  
Navient  
Navy Federal Credit Union  
NeuAnalytics  
Omni Logistics  
Onyx IQ  
Paymentus  
Remitter, Inc.  
Snap Finance  
Synovus Bank  
TriVerity & The Loan Service Center  
TrueAccord, Corp.  
Uplift  
US Bank  
VantageScore  
Verisk Financial - G2  
Visa Inc.



# SPONSORSHIPS AT-A-GLANCE



## Platinum

The Magic is in The <b>Connection</b> Sponsorship (1)	\$28,000	p. 6
The <b>Career</b> Inspiration is in Our Stories Sponsorship (1)	\$28,000	p. 7
The <b>Key to Confidence</b> is in Our Education Sponsorship (5)	\$28,000	p. 8

## Diamond

The Ultimate <b>Networking</b> Sponsorship (1)	\$18,500	p. 9
The <b>Keynote</b> Sponsorship (1)	\$16,500	p. 10
The <b>Digital Partner</b> Sponsorship (5)	\$15,000	p. 11
The <b>Community Impact</b> Sponsorship (2)	\$12,000	p. 12
The <b>Meet Me at the Bar</b> Sponsorship (1)	\$12,000	p. 13
The <b>Fireside Chat</b> Sponsorship (1)	\$ 9,500	p. 14

## Gold

The <b>Uplift Awards</b> Sponsorship (1)	\$8,500	p. 15
The <b>Photo Booth</b> Sponsorship (1)	\$8,500	p. 16
The <b>Attendee Bag</b> Sponsorship (1)	\$8,500	p. 17
The <b>Branded Item</b> Sponsorship (2)	\$8,500	p. 17
The <b>Room Key</b> Sponsorship (1)	\$8,500	p. 17
The <b>Lanyard</b> Sponsorship (1)	\$8,500	p. 17
The <b>Wellness</b> Sponsorship (1)	\$7,500	p. 18
The <b>Reflections</b> Sponsorship (1)	\$7,500	p. 18
The <b>Communications</b> Sponsorship (1)	\$5,500	p. 18

## Silver

The <b>Brand Builder</b> Sponsorship (6)	\$5,500	p. 19
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# ALL SPONSORSHIPS INCLUDE



## Promotion throughout 2023

- Logo in all general event marketing emails reaching thousands of potential WCF attendees
- Logo on [womeninconsumerfinance.com](https://womeninconsumerfinance.com)

## At the event in December

- Logo on general session room table tents
- Logo on printed agenda

## ...And post event, too

- Logo in follow up email to all attendees

## Placement based on sponsorship level

Platinum

Diamond

Gold

Silver





## The Magic is in **Our Connection Sponsorship - \$28,000**

This sponsorship embodies the core ethos of WCF. What sets this event apart from any other is the way we make a big event feel intimate. We make sure every attendee leaves with new friends, mentors and professional connections.

### Event Promotion Throughout 2023

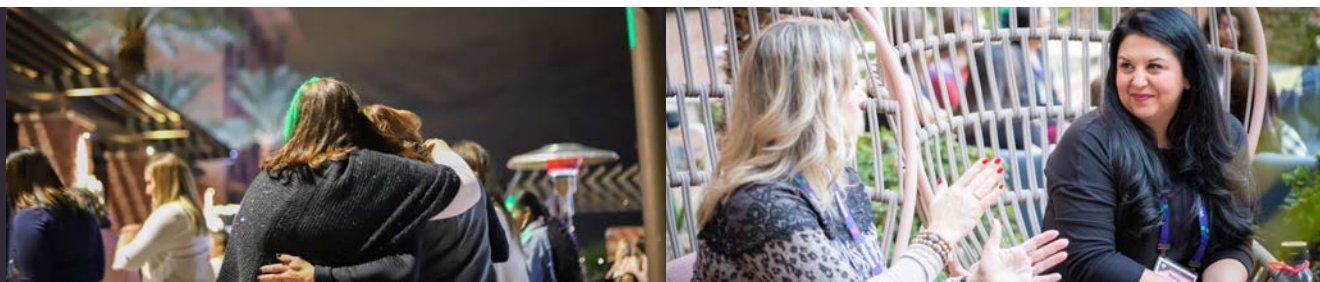
- **Platinum-tier logo placement** on all elements listed on page 5.
- A **Dedicated** press release announcing your participation in the conference, including a quote from your company.

### At the Event in December

- **Platinum-tier branding at the conference.**
- **Branding** in the conference registration area (exclusive to Platinum sponsors).
- **Public thank you** during the welcome general session.
- **6 Registrations** to the conference.
- **Sponsorship of the Welcome Reception** (exclusive to Platinum sponsors).
- **Exclusive sponsorship of our signature small team activities**, which are the most important way we build community and true connections at WCF. This includes recognition in a dedicated email sent to each attendee to introduce them to their fellow assigned team members, branding on the agenda for the Connection activities during the conference, and a team follow up email post-conference.

### Content Marketing

- **Video or written interview** with an executive from your company published on WCF Storyboard, promoted via social media, and featured in our WCF Newsletter. (See [here](#) for examples)







## The Career Inspiration is in **Our Stories Sponsorship - \$28,000**

This sponsorship puts you at the center of the most cherished component of WCF, authentic career stories told by selected peers in the industry. These general sessions consistently rate the highest for their impact on attendees.

### Event Promotion Throughout 2023

- **Platinum-tier logo placement** on all elements listed on page 5.
- A **Dedicated** press release announcing your participation in the conference, including a quote from your company.

### At the Event in December

- **Platinum-tier branding at the conference.**
- **Branding** in the conference registration area (exclusive to our Platinum sponsors).
- **Public thank you** during the welcome general session.
- **6 Registrations** to the conference.
- **Sponsorship of the Welcome Reception** (exclusive to Platinum sponsors).
- **Exclusive sponsorship of the two 'Our Stories' general sessions, including the opportunity for your executive to be the moderator.**

### Content Marketing

- **Spotlights about two of your women employees** published on our Storyboard, shared via social media, and featured in our WCF newsletter. (See [here](#) for examples)





## The Key to Confidence is in **Our Education Sponsorship - \$28,000**

This sponsorship gives you an exclusive presence at all workshop sessions throughout the conference. This is where attendees are highly engaged in enhancing their skills and sharing a high-quality experience with new contacts in the industry.

### Event Promotion Throughout 2023

- **Platinum-tier logo placement** on all elements listed on page 5.
- A **Dedicated** press release announcing your participation in the conference, including a quote from your company.

### At the Event in December

- **Platinum-tier** branding at the conference as described on page 5 of this prospectus.
- **Branding** in the conference registration area (exclusive to our Platinum sponsors).
- **Public thank you** during the welcome general session.
- **6 Registrations** to the conference.
- **Sponsorship of the Welcome Reception** (exclusive to Platinum sponsors).
- **Exclusive sponsorship of all breakouts, including 2-minutes for your representative to introduce your firm and the session leaders.** No matter which workshops attendees select, they will be exposed to your brand. Also, what's unique about WCF is that nearly all attendees participate in breakouts rather than scheduling outside meetings.

### Content Marketing

- **Spotlights about two of your women employees** published on our Storyboard, shared via social media, and featured in our WCF newsletter. (See [here](#) for examples)





# DIAMOND SPONSORSHIP



## The Ultimate **Networking Sponsorship** - \$18,500

### Event Promotion Throughout 2023

- **Diamond-tier logo placement** on all elements listed on page 5.

### At the Event in December

- **Exclusive branding** on table tents at breakfast, lunch, dinner (including our signature dance party!), and breaks -- that's **4 meals, 3 breaks, and 7 exclusive brand exposure opportunities!**
- **Exclusive branding on the networking section** of the WCF digital conference app.
- **Your logo on the agenda** as the meals & breaks sponsor
- **4 Registrations** to the conference.

### Content Marketing

- **Spotlight about one of your women employees**, published on our Storyboard, shared via social media, and featured in our WCF newsletter. (See [here](#) for examples)



Sponsor conference meals across the beautiful venues at the Renaissance Esmeralda



## The (opening & closing) Keynote Sponsorship - \$16,500

This sponsorship puts your brand front and center during both the opening and closing general sessions and associates you with our highest profile speakers.

### Event Promotion Throughout 2023

- **Diamond-tier logo placement** on all elements listed on page 5.
- **Dedicated** press release announcing your participation in the conference, including a quote from your company.

### At the Event in December

- **Diamond-tier branding at the conference** as described on page 5 of this prospectus.
- **4 Registrations** to the conference.
- **2-Minute opportunity for a representative of your company to introduce** your firm and our inspiring keynote speakers.

### Content Marketing

- **Spotlight about one of your women employees**, published on our [Storyboard](#), shared via social media, and featured in our WCF newsletter.



# DIAMOND SPONSORSHIP



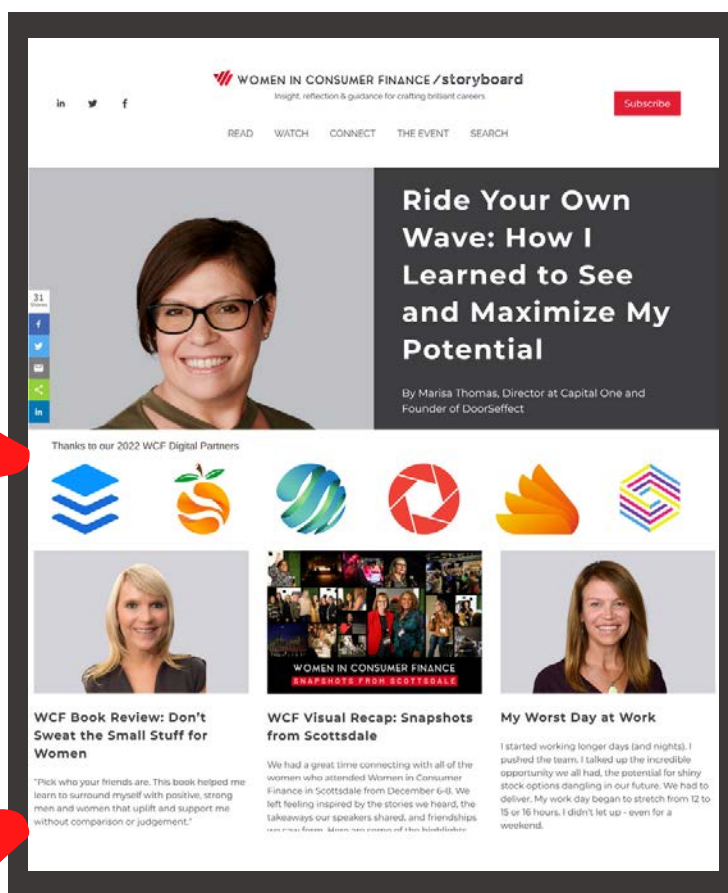
## The **Digital Partner Sponsorship** - \$15,000 (5 available)

Our surprisingly engaging and successful virtual events during the year allow organizations to bring a taste of the magic of WCF to all of their women employees. This is a semi-exclusive sponsorship, shared by just 5 organizations.

Your sponsorship investment includes:

### Promotion Throughout 2023

- **Diamond-tier logo placement** on all elements listed on page 5.
- **Semi-exclusive branding** (Digital Partners only) on WCF **Storyboard** **Home page**.
- **Semi-exclusive branding on promotions** for each of the **three Virtual WCF Mini-Events**, free to attendees (to be scheduled but likely in April, June, and August).
- **Semi-exclusive branding on our bi-weekly WCF newsletter**.
- **A company highlight** on the WCF website featuring your DE&I initiatives and/or why you are a great employer for women.



### Content Marketing

- **A spotlight about one of your women employees** published on our Storyboard, shared via social media, and featured in our WCF newsletter.

### At the Events

- **Diamond-tier branding at the conference** as described on page 5.
- **2 Registrations** to the in-person conference.
- **Semi-exclusive branding & recognition** (Digital Partners only) during each of the three **Virtual WCF Mini-Events**.





## The **Community Impact Sponsorship** - \$12,000 (2 available)

This sponsorship does double-duty. It showcases your organization as a supporter of women's careers, and also allows you to make a meaningful difference for women who need our help to build their own financial stability.

### Event Promotion Throughout 2023

- **Diamond-tier logo placement** on all elements listed on page 5.
- **Dedicated press release** announcing your participation in the conference, including a quote from your company.
- **Featured branding** on the Community Impact page of the WCF website.
- **A highlight** in our post-event email to attendees

### At the Event in December

- **Diamond-tier branding at the conference** as described on page 5.
- **Thank you from the podium** during one of our general sessions.
- **3 Registrations** to the conference.

### Content Marketing

- **A featured article** about your organization's own community impact initiatives published on our Storyboard, shared via social media, and highlighted in our WCF newsletter.

### Material Impact

- **30% of your investment will be donated** directly to our Community Impact Partners, For the Good (forthegood.org) and LIFT (whywelift.org), supporting the advancement and financial security of women and girls around the world.





## NEW!

This new sponsorship puts your brand in front of everyone who visits the lobby bar on Monday and Tuesday (if you didn't know, our attendees LOVE the bar).

### Event Promotion Throughout 2023

- **Diamond-tier logo placement** on all elements listed on page 5.

### At the Event in December

- **Diamond-tier branding at the conference** as described on page 5.
- **3 Registrations** to the conference.
- **Your logo on all bar napkins distributed at the lobby bar** on Monday and Tuesday.
- **Your logo on table tents throughout the lobby bar.**
- Sponsorship of our newest event, after hours Karaoke, Monday night from 8:30-10:30 PM.



Karaoke



## The **Fireside Chat Sponsorship** - \$9,500

This sponsorship puts your brand front and center during a prime general session, smack in the middle of the conference.

### Event Promotion Throughout 2023

- **Diamond-tier logo placement** on all elements listed on page 5.
- **Dedicated** press release announcing your support and participation in the conference, including a quote from your company.

### At the Event in December

- **Diamond-tier branding at the conference** as described on page 5.
- **2 Registrations** to the conference.
- **2-Minute opportunity for a representative of your company to introduce** your firm and our inspiring panel.

### Content Marketing

- **Spotlight** about one of your women employees, published on our Storyboard, shared via social media, and featured in our WCF newsletter.





# GOLD SPONSORSHIP

## The **WCF Uplift Awards Sponsorship** - \$8,500

At WCF, we're all about lifting other women up...it's kinda our unofficial mantra. The WCF Uplift Awards offer our community the chance to shout out colleagues, mentors/mentees, business acquaintances, and industry friends that they think deserve some attention for their amazing work.

Your exclusive sponsorship of the Uplift Awards puts your brand in front of our whole community for several months while we promote the program and then the winners, and also when the winners promote their recognition on their own.

- **Gold-tier logo placement** in all elements listed on page 5.
- **Gold-tier branding at the conference**, as described on page 5.
- Logo on WCF newsletter promotions of Uplift Awards program.
- Company name tagged on social promotion of program.
- Logo on the WCF Uplift Awards program landing page.
- Logo on the nomination form.
- Logo included on newsletter announcements of winners.
- Logo included on social media tiles for winners to post.
- Press release about the program and your sponsorship.
- **2 Registrations** to the conference.





## The **Photo Booth Sponsorship** - \$8,500

Attendees love to take fun photos with old and new WCF friends to commemorate their experience. Our photo booth lets them save pics via text or email, and post them right to social media from both the Reception and the Dinner.

- **Gold-tier logo placement** in all elements listed on page 5.
- **Gold-tier branding at the conference**, as described on page 5.
- **Exclusive branding** at the photography booth on-site.
- **Your logo on the special WCF photo template that will find its way all over social media!**
- **1 Registration** to the conference.



# GOLD SPONSORSHIPS



## The **Attendee Bag Sponsorship\*** - \$8,500

- **Gold-tier logo placement** on all elements listed on page 5.
- **Gold-tier branding at the conference** as described on page 5.
- **Your brand** on a bag that all attendees will receive at registration upon arrival.
- **1 Registration** to the conference.



**\*2 additional branded item sponsorships are available at the same price and with the same benefits.**

We will work with you to identify an item that will be co-branded with WCF and your logo, and will be provided to all attendees upon arrival. (Per item value approx. \$5.)

## The **Room Key Sponsorship** - \$8,500

- **Gold-tier logo placement** in all elements listed on page 5.
- **Gold-tier branding at the conference** as described on page 5.
- **Your brand** on attendee room keys at the Renaissance Esmeralda.
- **1 Registration** to the conference.



## The **Lanyard Sponsorship** - \$8,500

- **Gold-tier logo placement** in all elements listed on page 5.
- **Gold-tier branding at the conference** as described on page 5.
- **Your brand** on the conference lanyard.
- **1 Registration** to the conference.



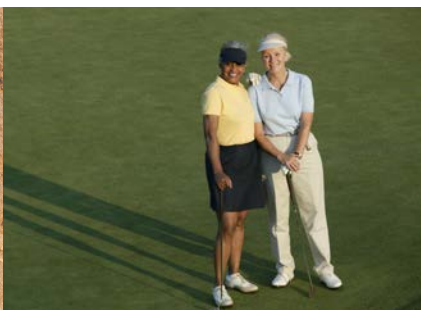


# GOLD SPONSORSHIPS



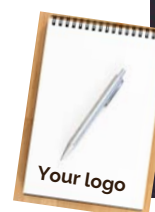
## The **Wellness Sponsorship** - \$7,500

- **Gold-tier logo placement** in all elements listed on page 5.
- **Gold-tier branding at the conference** as described on page 5.
- **Your logo on a gift package** for attendees who participate in pre-conference activities (i.e. local tour, hike, etc.) or early morning yoga.
- **Your logo on the agenda** as the pre-conference activities and yoga sponsor.
- **1 Registration** to the conference.



## The **Reflections Sponsorship** - \$7,500

- **Gold-tier logo placement** in all elements listed on page 5.
- **Gold-tier branding at the conference**, as described on page 5.
- **Your brand** on a note pad that all attendees will receive in advance of the "Here's What I Learned" final session.
- **Your brand** on a post-event "Takeaways" graphic that will be emailed to all attendees.
- **1 Registration** to the conference.



Your  
logo



## Small investment = BIG exposure & experience with a **Brand Builder Sponsorship** - \$5,500

Let your team, clients, prospects and future team members know you support DE&I and women's professional growth.

- **1 Registration to the in-person conference**
- **Silver-tier logo placement** in all elements listed on page 5.
- **Silver-tier branding at the conference**, as described on page 5.

