



May 21, 2015 | Monona Terrace Conference & Convention Center

The Moxie Conference: *Nerve and Know-How for Emerging Leaders*

Despite many gains in access and equality, women in the United States still face significant wage gaps and hold fewer senior leadership positions than men. The Moxie Conference works to change this and fulfill the YWCA's mission of eliminating racism and empowering women by strengthening conference attendees' personal career skills and creating a coalition of people dedicated towards collective action aimed at having more women in leadership roles. Conference attendees are encouraged to draw inspiration from the Women of Distinction Leadership Awards honorees recognized during the Conference. The Moxie Conference is designed for professional women who are looking to move up in their careers. Learn more at www.ywcamadison.org/moxie.

The Business Case for Women's Leadership

Strengthening female employees improves staff retention and increases companies' long-term competitive potential. According to research by Catalyst, companies with more women on their boards and in leadership positions perform better financially than those with fewer women, demonstrating that an investment in female employees is a cost-effective strategy for company growth.

Women of Distinction Leadership Awards: *Honoring Today's Leaders*

The YWCA Madison will present the 41st annual Women of Distinction Awards during the Moxie Conference. Through the years, more than 210 women have been honored with this prestigious award. Their professional achievement, leadership, community service, integrity, and dedication to the lives of others and to the quality of life for all stand as a reflection of the YWCA's historic mission and values. Nominations are solicited from area businesses, civic clubs, community groups, individuals, YWCA supporters, and past Women of Distinction honorees. Learn more at www.ywcamadison.org/distinction.

Why Sponsor The Moxie Conference?

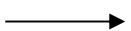
1. Provides professional development, training & networking working opportunities for your staff.
2. Positions your company as a promoter and supporter of women's leadership and diversity in the Madison area.
3. Increases company visibility and connects your organization with a large group of talented, emerging leaders.
4. Makes Dane County community a better place for everyone by supporting YWCA Madison's programs and the people we serve.

Conference and Awards Agenda

8:00-8:30	Registration, Networking, Coffee
8:30-9:30	Keynote Address: Selena Rezvani, author and women's leadership expert
9:45-11:15	Breakout Session 1
11:30-11:45	Lunch
11:45-1:00	Women of Distinction Leadership Awards Presentation
1:15 - 2:45	Breakout Session 2
3:00-4:00	Plenary Session

*Questions? Contact
Kristy Lust or Debra
Schwabe
at 257-1436, option 2 or
email
klust@ywcamadison.org at
dschwabe@ywcamadison.o*

eliminating racism empowering women **ywca**



YWCA Madison Sponsor Commitment Form

The Moxie Conference featuring the Women of Distinction Awards

Presenting Sponsor: American Family Insurance ~ MAY 21, 2015 ~ Monona Terrace

Sponsorship Benefits

	Presenting	Leadership \$10,000	Friend \$5,000	Associate \$2,500	Benefactor \$1,000	Patron \$500
<i>Conference Attendees* +</i>	20	10	5	3	1	1
<i>Additional Luncheon Attendees =</i>	10	10	10	7	4	0
Total Number of Attendees	30	20	15	10	5	1
Naming Rights - category exclusivity & right of first refusal for sponsorship of future conferences	American Family Insurance					
Exclusive rights to include materials to 500+ Women of Distinction Attendees	√					
Option to be the named sponsor		Women of Distinction	Keynote Address			
Option to include materials in 200+ Moxie Conference attendee folders	√	√	√			
Recognition in pre-event publicity (if received by 12/31/14)	√	√				
Listing on event e-blasts	√	√				
Preferred Luncheon Seating	√	√	√			
Listing in advertisements (if sponsor commits by 3/27/2015)	√	√	√			
Logo on invitation package (if sponsor commits by 3/13/2015)	√	√	√	√		
<i>Company Representatives may send attend a special breakout session with Selena Rezvani</i>	5	4	3	2		
Recognition during the event	√	√	√	√		
Reduced rate of \$175.00/ person for additional conference registrants.	√	√	√	√		
Recognition on the YWCA website and social media	√	√	√	√	√	√
Acknowledgement in event materials	√	√	√	√	√	√

*Conference fees include attendance at the awards luncheon.

Yes, I/we want to be part of The Moxie Conference featuring the Women of Distinction Awards!

Please check sponsor level:

- Leadership \$10,000
- Friend \$5,000
- Associate \$2,500
- Benefactor \$1,000
- Patron \$500
- Other Amount**: \$ _____

** (We will contact you to discuss benefits at your sponsorship level).

I/we aren't able to sponsor but I/we would still like to attend the event.

- Please send me/us _____ Moxie Conference tickets* at \$250 each. I have enclosed \$ _____. **Tickets purchased after early registration deadline of May 1, 2015, are \$300 each.**
- Please send me/us _____ Women of Distinction Awards tickets at \$65 each. I have enclosed \$ _____. **Tickets purchased after early registration deadline of May 1, 2015, are \$80 each.** Tables of 10 individuals.

* Conference fees include attendance at the awards luncheon.

Payment is enclosed.

Please invoice us.

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Please remit sponsorship contribution no later than May 21, 2015.

Please make checks payable to the YWCA Madison.

Mail this form along with your contribution to:

YWCA Madison

Attn: Moxie Conference & Women of Distinction Awards

101 E. Mifflin Street, Suite 100

Madison, WI 5370

