



**WOMEN IN
GOVERNMENT**
EMPOWERING STATE LEGISLATORS

2022 In-Person Conferences

National Legislative Conference

June 23-25, 2022

Denver, Colorado



Leadership & Innovation Summit

November 16-19, 2022

Orlando, Florida



Conference Thought Leadership Opportunities

Radio Public Service Announcements - \$65,000 (Limited to 1 company per event)

Professionally produced radio public service announcements recorded by women state legislators are distributed to their district and state radio stations. Four scripts are written: two that can air during an awareness month and two evergreen that can be aired year round.

Policy Spotlight Sponsorship - \$10,000

Benefits include 40 minutes of non-branded programming during general session, two registrations and logos on signage and website.

Legislator Conversation Opportunities - \$2,500 per company

Women In Government will make 1:1 legislator conversation opportunities available to a select group of sponsors. As part of a pre-conference activity, participate in eight 15-minute appointments with select women state legislators to discuss policy goals and legislative opportunities.

Bill Share Session Sponsorship - \$2,500 (Limited to 1 company per session)

Give your organization visibility during one of the most popular elements of WIG's conferences. Previously packaged as a single, early morning Breakfast Bill Share, this content will now appear in 3-5 short (20-minute) sessions. Benefits include one registration.

Room Drop Opportunity - \$2,500 (Limited to 1 company per day)

Leave a branded item with your company logo and custom message/white paper for attendees to find in their hotel rooms after a long day. (Limited to one item which must be provided by the sponsor)

Benefits include one registration.

Daily Email Sponsorship - \$2,000 day 1; \$1,500 other days (Limited to 1 company per day)

Daily emails sent to all conference attendees will include a banner ad with hyperlink to company website, as well as one piece of sponsored content. Benefits include on registration.

See reverse for additional 2022 sponsorship opportunities



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Conference Visibility Opportunities

Charging Station Sponsorship - \$5,000 (Limited to 1 company per event)

Benefits include logo on charging station and one registration

Hotel Key Card Sponsorship - \$5,000 (Limited to 1 company per event)

Benefits include logo on custom hotel room keys for conference hotel guests and one registration

Tabletop Exhibit Opportunity - \$5,000

Show off your company's latest technology or demonstration in the conference registration area.

Benefits include exhibit signage and one registration

Wi-Fi Sponsorship - \$3,500

Benefits include logo on general session table tops and one registration

Meeting Book Advertising

\$2,500 for a full page ad; \$1,500 for a half page ad; \$1,000 for a quarter page ad

Beverage and Coffee Break Sponsorship - \$1,500

Benefits include logo on signage during break and one registration

Virtual Engagement Opportunities

Podcast - \$12,000

A professionally produced podcast with 45 minutes to 1 hour of non-branded policy content is disseminated to women state legislators across the country through WIG promotions and social media. The sponsor also receives the recording for dissemination to internal and external audiences.

Audio Media Tour - \$10,000

A series of 12 to 20 pre-booked audio interviews placing a policy expert on-air on radio programs and online, conveniently produced via phone and location of choice.

This reaches major markets across the United States in only a few hours.

Webinar - \$5,000

A speaker of national stature conducts a strategic overview of the policy landscape for state legislators and other stakeholders, utilizing Zoom or a similar virtual event software.

Other In-Person Engagement Opportunities

State-Based Events - \$12,000

Women In Government plans to return to state capitals in 2022! Join us in hosting a breakfast briefing, policy-themed coffee break or other customizable event.

Wake Up with WIG/Wind Down with WIG Events - \$10,000

Women In Government works with partner organizations such as the Council of State Governments and the National Conference of State Legislatures to host policy briefings or networking sessions targeted to women state legislators.