



2020 Sponsorship Packages - July 2020 - June 2021

Packages	Diamond	Platinum	Gold	Silver	Bronze	Friends of W.L.
Prices	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500	\$500
Total Spots	4	4	3	3	6	Unlimited
Available Spots	0	0	0	1	4	Unlimited
Includes	Exclusive Participation	Exclusive Participation				
	Webinar to sponsor team presented by a selected WL leader					
	OR Possibility of transferring parts of the sponsorship investment to three local chapters of the sponsor's choice (short intro of the sponsor during the events + sponsors pamphlets/gadgets					
	OR webinar or live session/recording/video on YouTube					
	2 articles about the sponsorship published on W.L. website* can write about top 5 women in leadership/frontlines	2 articles about the sponsorship published on W.L. website* can write about top 2 women in leadership/frontlines	1-page piece about the sponsorship published on W.L. website * can write about top woman in leadership/frontlines			
	Promotion of the 2 articles in all available social media	Promotion of the 2 articles in all available social media	Promotion of the 1 piece in all available social media			
	Logo on the home page that links to the Sponsors page	Logo on the home page that links to the Sponsors page	Logo on the home page that links to the Sponsors page	Logo on the home page that links to the Sponsors page	Logo on the home page that links to the Sponsors page	
	1 joint press release or interview with quotes from selected WL leaders and sponsor's POC	1 joint press release or interview with selected WL leaders and sponsor's POC	1 joint press release	1 joint press release		
	Prominence of the company logo and a 300-word company description and links to the 2 articles on the Sponsors page	Prominence of the company logo and a 200-word company description and links to the 2 articles on the Sponsors page	Logo and a 100-word company description and link to the 1-page piece on the Sponsors page	Logo and a 50-word company description and link to the 1-page piece on the Sponsors page	Logo on the Sponsors page	Name on the Sponsors page
	12 individual mentions in all social media channels throughout the year	10 individual mentions in all social media channels throughout the year	6 individual mentions in all social media channels throughout the year	4 individual mentions in all social media channels throughout the year	2 individual mention in all social media channels	1 group mention in all social media channels
	If sponsors chapter events at local chapter level, advertising on global level OR global event such as GALA	If sponsors chapter events at local chapter level, advertising on global level OR global event such as GALA				
Sponsor logo included in all local chapter events - chapter manager presentation	Sponsor logo included in all local chapter events - chapter manager presentation	Sponsor logo included in all local chapter events - chapter manager presentation	Sponsor logo included in all local chapter events - chapter manager presentation	Sponsor logo included in all local chapter events - chapter manager presentation		

* The 2020 sponsorship packages will be available until June 2020, after which they will be closed and companies can sign up for 2021 packages.

** All payments must be cleared (as per contract stipulations) before sponsor can become active.

*** All sponsorship packages are entitled to tax-deductible receipt.

Rules of engagement:

1. PR will be written by WL and edited jointly with sponsor
2. All articles will be written by the sponsors - edited by WL writers/editors before publishing - they cannot contain product promotion but should focus on topics related to women within the localization industry, mentoring, support for growth of women,
3. Each sponsor will be assisted by Engagement Manager assigned to the sponsor -engage on a monthly or quarterly basis (depending on level of package)
4. Each sponsor must assign a dedicated point of contact who will engage with the WL Engagement Manager
5. Editorial calendar will be created for each sponsor to outline the publishing of content
6. Sponsors will receive analytics on their package/from social media engagement
7. Sponsors will be asked to fill out a satisfaction survey at the end of the term