



2019

WOMEN IN DEFENSE

SPONSORSHIP OPPORTUNITIES

2019 SPONSORSHIP OPPORTUNITIES

Women In Defense (WID) Objectives

Powering Defense Leaders

Provide women with a formal environment for professional growth through strategic networking, education, and professional development

Growing Our Replacements

Create educational, coaching, and mentoring opportunities to encourage and enable young women to pursue STEM careers in support of national defense

Strengthen the industrial base by creating a diverse national security workforce equipped with the knowledge, skills, and attributes to ensure American defense dominance



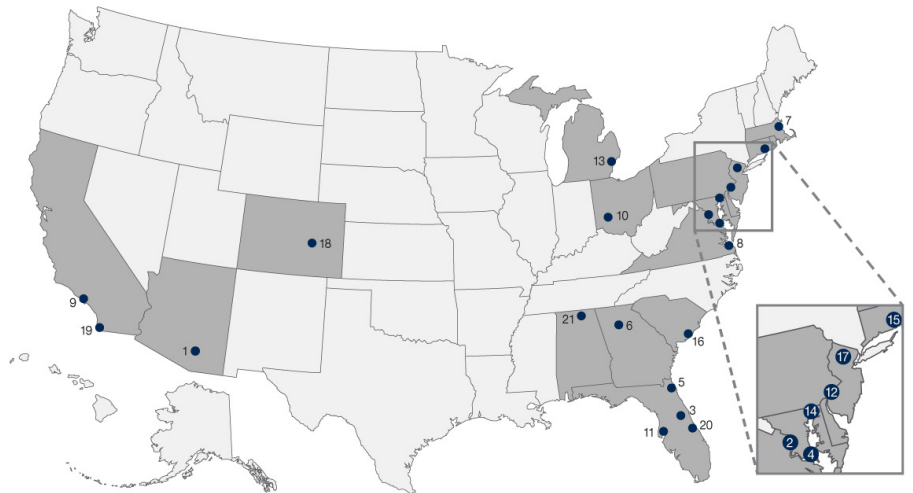
Leadership Nationally and Locally

National Influence

WID and NDIA provide a national, collaborative community of advocates who promote policy, technology, and best practices for warfighters, peacekeepers, and others who ensure U.S. safety and security

Grassroots Foundation

Local chapters enhance and enrich their respective communities through strategic networking and educational events, mentoring, scholarship programs, and community service



For more information on opportunities, contact:

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Sponsorship Opportunities

STRATEGIC PARTNERSHIPS

Pages 4-5

A new opportunity to support all WID lines of effort. Each level of partnership provides resources to the National Conference, HORIZONS Scholarships, HORIZONS Celebration event, and other WID National and Chapter programming. The Partnerships deliver new benefits including partner logo on more than 6,000 recruiting brochures and an opportunity to have WID's Executive Director speak on diversity or leadership to your company.

NATIONAL CONFERENCE

Pages 6-9

Convenes women from the military, defense industry, government, and academia. One-day conference dedicated to empowering women, creating a more diverse workforce, and strengthening American defense.

HORIZONS SCHOLARSHIP CELEBRATION

Pages 10-13

A new-for-2019 event to bring HORIZONS scholarship awardees to the National Capital Region for a day of networking and professional development. Awardees will offer short briefings on their backgrounds, academic pursuits and research topics, and will participate in panels featuring senior women in defense discussing workforce, diversity, and professional issues.



Gold

\$40,000 – Limit Two

Sponsorship Funds

- \$20,000–Title sponsorship for National Conference
- \$10,000–Donation to HORIZONS Scholarship
- \$6,000–Sponsorship of reimagined HORIZONS event
- \$4,000–Support of additional WID National and Chapter events

Event Attendance

- One of two Title Sponsors for WID’s National Conference with all benefits (see page 6 for full list of Title Sponsor benefits)
- Includes six additional registrations to your choice of the National Conference or HORIZONS event

Branding

- WID logo on Partner website “Partner X values Women In Defense, Proud Gold Strategic Partner”

- Company logo on WID home page for 2019 calendar year
- Company logo on 6,000 WID Passport to Opportunity recruiting pamphlets
- One-page feature in both National Conference and HORIZONS programs

Extra

- Opportunity for WID Executive Director to brief company on diversity or “Leadership Lessons from NATO’s 2011 Civilian Protection Mission in Libya”
- Photos with Service to the Flag honorees, HORIZONS event keynote speaker and 2019 HORIZONS Scholarship awardees
- Every Chapter that receives grant funding from WID National will include logos from all Strategic Partners on their collateral

Silver

\$25,000 – Limit Four

Sponsorship Funds

- \$12,500—choice of one of the following:
 - **National Conference Service to the Flag Sponsor** (one of two sponsors)
 - **National Conference Networking Sponsor**
 - **HORIZONS Title Sponsor**
- \$6,250—Donation to HORIZONS Scholarship
- \$3,750—Sponsorship of reimagined HORIZONS event
- \$2,500—Support of additional WID National and Chapter events

Event Attendance

- Benefits from selected event sponsorship (see pages 7-8 for National Conference sponsor benefits and page 10 for HORIZONS event sponsor benefits)
- Includes four additional registrations to your choice of the National Conference or HORIZONS event

Branding

- WID logo on Partner website “Partner X values Women In Defense, Proud Silver Strategic Partner”
- Company logo on WID home page for 2019 calendar year
- Company logo on 6,000 WID Passport to Opportunity recruiting pamphlets
- One-page feature in both National Conference and HORIZONS programs

Extra

- Opportunity for WID Executive Director to brief company on diversity or “Leadership Lessons from NATO’s 2011 Civilian Protection Mission in Libya”
- Photos with Service to the Flag honorees and 2019 HORIZONS Scholarship awardees
- Every Chapter that receives grant funding from WID National will include logos from all Strategic Partners on their collateral

Bronze

\$10,000 – No Limit

Sponsorship Funds

- \$5,000—**Liberty Level sponsor for National Conference or Bachelor’s Level sponsor for HORIZONS event**
- \$2,500—Donation to HORIZONS Scholarship
- \$1,500—Sponsorship of reimagined HORIZONS event
- \$1,000—Support of additional WID National and Chapter events

Event Attendance

- Benefits from selected event sponsorship (see page 9 for Liberty Sponsor benefits and page 12 for Bachelor’s Level Sponsor benefits)
- Includes two additional registrations to your choice of the National Conference or HORIZONS event

Branding

- WID logo on Partner website “Partner X values Women In Defense, Proud Bronze Strategic Partner”
- Company logo on WID home page for 2019 calendar year
- Company logo on 6,000 WID Passport to Opportunity recruiting pamphlets
- Half-page feature in National Conference or HORIZONS programs

Extra

- Opportunity for WID Executive Director to brief company on diversity or “Leadership Lessons from NATO’s 2011 Civilian Protection Mission in Libya”
- Photos with 2019 HORIZONS Scholarship awardees
- Every Chapter that receives grant funding from WID National will include logos from all Strategic Partners on their collateral



NATIONAL CONFERENCE

Title Sponsor

\$20,000 – Limit Two

Event Attendance

- 12 complimentary registrations to WID National Conference
- 12 complimentary tickets to HORIZONS event
- Two reserved tables at Service to the Flag Luncheon with VIP's, government personnel or clients

Speaking Opportunity

- Welcome remarks and introduction of one of two keynote speakers
- Announce 50% of 2019 HORIZONS Scholarship awardees at National Conference
- Introduce a Scholarship awardee at HORIZONS event

Branding

- Right to be one of two Title Sponsors, with first right of refusal in following years
- On-stage branding

- One-page prime position feature in National Conference program
- Brand exposure before, during, and after the event
- Inclusion in email marketing
- Logo branded table tents
- Logo on event collateral, signage, program, website
- Logo on rotating slide show at event

Extra

- Sponsor for professional head shot photographer
- Photo with keynote speakers
- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees



National Conference Service to the Flag Sponsor **\$12,500 – Limit Two**

Event Attendance

- 10 complimentary registrations to WID National Conference
- 10 complimentary tickets to HORIZONS event
- Reserved table at Service to the Flag Luncheon with VIP's, government personnel or clients

Speaking Opportunity

- Introduce one of two Service to the Flag honorees

Branding

- Right to be one of two Service to the Flag Sponsors, with first right of refusal in following years

- One-page feature in National Conference program
- Brand exposure before, during, and after the event
- Inclusion in email marketing
- Logo on event collateral, signage, program, website
- Logo on rotating slide show at event

Extra

- Photo with Service to the Flag honorees
- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees





Networking Sponsor

\$12,500 – Limit One

Includes networking breakfast, networking break, and networking reception sponsor

Event Attendance

- 10 complimentary registrations to WID National Conference
- 10 complimentary tickets to HORIZONS event
- Reserved table at Service to the Flag Luncheon with VIP's, government personnel or clients

Speaking Opportunity

- Two-minute remarks opportunity

Branding

- Right to be exclusive Networking Sponsor, with first right of refusal in following years
- Name a signature cocktail for the reception

- Logo branded napkins and coasters at networking reception
- One-page feature in National Conference program
- Brand exposure before, during, and after the event
- Inclusion in email marketing
- Logo on event collateral, signage, program, website
- Logo on rotating slide show at event

Extra

- Photo with Service to the Flag honorees
- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees

Industry Expo Sponsor

\$7,500 – Limit One

Event Attendance

- Six complimentary registrations to WID National Conference
- Six complimentary tickets to HORIZONS event
- Reserved table at Service to the Flag Luncheon with VIP's, government personnel or clients

Branding

- Right to be exclusive Industry Expo Sponsor, with first right of refusal in following years
- Half-page feature in National Conference program
- Brand exposure before, during, and after the event

- Inclusion in email marketing
- Logo on event collateral, signage, program, website
- Logo on rotating slide show at event

Extra

- Co-branded promotional item (provided by WID)
- Photo with Service to the Flag honorees
- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees

Liberty Sponsor

\$5,000 – No Limit

Event Attendance

- Six complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event
- Reserved table at Service to the Flag Luncheon

Branding

- Quarter-page feature in National Conference program
- Brand exposure before, during, and after the event

- Inclusion in email marketing
- Logo on event collateral, signage, program, website
- Logo on rotating slide show at event

Extra

- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees

Independence Sponsor

\$2,500 – No Limit

Event Attendance

- Two complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event

Branding

- Eighth-page feature in National Conference program

- Logo on event collateral, signage, program, website
- Logo on rotating slide show at event

Extra

- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees

Friend of WID Sponsor

\$1,000 – No Limit

Event Attendance

- One complimentary registration to WID National Conference
- One complimentary ticket to HORIZONS event

Branding

- Eighth-page feature in National Conference program

- Logo on event collateral, signage, program, website
- Logo on rotating slide show at event

Extra

- Gold sponsor wristbands for your company's event attendees





HORIZONS SCHOLARSHIP CELEBRATION

HORIZONS Title Sponsor

\$12,500 – Limit One

Event Attendance

- 10 complimentary tickets to HORIZONS event
- 10 complimentary registrations to WID National Conference
- Reserved seating at HORIZONS event

Speaking Opportunity

- Introduce HORIZONS keynote speaker
- Introduce previous HORIZONS Scholarship awardee during National Conference and HORIZONS event

Branding

- Right to be the exclusive Title Sponsor, with first right of refusal in following years

- One-page prime position feature in HORIZONS program
- Brand exposure before, during, and after the event
- Inclusion in email marketing
- Logo branded table tents
- Logo on event collateral, signage, program, website

Extra

- Photo with keynote speaker and scholarship awardees
- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees

PhD Level Sponsor

\$10,000 – Limit Two

Event Attendance

- 10 complimentary tickets to HORIZONS event
- Eight complimentary registrations to WID National Conference

Speaking Opportunity

- Introduce previous HORIZONS Scholarship awardees

Branding

- Half-page feature in HORIZONS program
- Brand exposure before, during, and after the event

- Inclusion in email marketing
- Logo branded table tents
- Logo on event collateral, signage, program, website

Extra

- Photo with keynote speaker and scholarship awardees
- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees

Master's Level Sponsor

\$7,500 – Limit Two

Event Attendance

- Eight complimentary tickets to HORIZONS event
- Six complimentary registrations to WID National Conference

Speaking Opportunity

- Introduce a 2019 HORIZONS Scholarship awardee

Branding

- Half-page feature in HORIZONS program
- Brand exposure before, during, and after the event
- Inclusion in email marketing

- Logo on event collateral, signage, program, website

Extra

- Photo with keynote speaker and scholarship awardees
- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees

"The Women in Defense HORIZONS scholarship was of tremendous value to me in pursuing my Master's Degree. Besides assisting with the financial burden of attending school, the scholarship and WID have proven to me that women have a voice and are capable of influencing the defense of the United States for the better. In doing so, WID has provided me the opportunity to meet and network with exemplary men and women in my professional field."

Sara Gallagher

2017 HORIZONS Scholarship Recipient





"It is my great honor and good fortune to be a HORIZONS scholarship recipient and to have the support of Women in Defense as I continue my legal education. I left active duty in the Marine Corps to enter law school, with the intention to return to the national security community after graduation and to continue to serve the country in a new capacity. The HORIZONS scholarship has enabled me to continue to pursue my passion without the shadow of substantial student debt hanging over my head, and for that I am tremendously grateful to WID and to all of the contributors to the scholarship fund. "

Captain Sarah Grant. USMCR
2017 HORIZONS Scholarship Recipient

Bachelor's Level Sponsor

\$5,000 – No Limit

Event Attendance

- Six complimentary tickets to HORIZONS event
- Six complimentary registrations to WID National Conference

Branding

- Quarter-page feature in HORIZONS program
- Brand exposure before, during, and after the event

- Inclusion in email marketing
- Logo on event collateral, signage, program, website

Extra

- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees

Associate's Level Sponsor

\$2,500 – No Limit

Event Attendance

- Four complimentary tickets to HORIZONS event
- Two complimentary registrations to WID National Conference

Branding

- Eighth-page feature in National Conference program
- Logo on event collateral, signage, program, website

Extra

- Verbal recognition from podium by WID
- Company tabletop real estate at Industry Expo
- Gold sponsor wristbands for your company's event attendees



Friend of WID

\$1,000 – No Limit

Event Attendance

- Two complimentary tickets to HORIZONS event

Branding

- Eighth-page feature in National Conference program
- Logo on event collateral, signage, program, website

Extra

- Gold sponsor wristbands for your company's event attendees



Scholarship Donations

Women In Defense accepts HORIZONS Scholarship donations throughout the year. Through HORIZONS scholarships, WID encourages women to pursue careers supporting U.S. national security, with a focus on defense or foreign policy. HORIZONS sponsorship is an investment in high-performing women to increase diversity and innovation in government, academia, and the defense industrial workforce.

Event Attendance	Strategic Partnerships		
	Gold	Silver	Bronze
	\$40,000 Limit 2	\$25,000 Limit 4	\$10,000 No Limit
National Conference	12 + 6* * Additional conference OR HORIZONS tickets	10 + 4*	6 + 2*
HORIZONS	12	10	2
Reserved table at Service to the Flag	2 Tables with VIP	1 Table with VIP	1 Table with VIP
Speaking Opportunities			
National Conference	✓	✓	
HORIZONS	✓	✓	
Branding			
First right of refusal for following year	✓	✓	
On stage branding	National Conference		
Ad in National Conference program	1-page	1-page	1/2-page in either program
Ad in HORIZONS program	1-page	1-page	
Proud Strategic Partner logo	✓	✓	✓
Company logo on WID home page	✓	✓	✓
Company logo on 6,000 WID Passport to Opportunity pamphlets	✓	✓	✓
Brand exposure before, during, and after event(s)	✓	✓	✓
Extra			
Photo with keynote, Service to the Flag honoree or scholarship awardee	✓	✓	✓
Verbal recognition from the podium by WID	✓	✓	✓
Company tabletop at Industry Expo	✓	✓	✓
WID Executive Director briefing	✓	✓	✓
Grant money for WID Chapters, logos included on collateral	✓	✓	✓
Gold Sponsor wristbands	✓	✓	✓

National Conference			
Title	Service to the Flag	Networking	Industry Expo
\$20,000 Limit 2	\$12,500 Limit 2	\$12,500 Limit 1	\$7,500 Limit 1
12	10	10	6
12	10	10	6
2 Tables with VIP	1 Table with VIP	1 Table With VIP	1 Table with VIP
✓	✓	✓	
✓			
✓	✓	✓	✓
National Conference			
1-page	1-page	1/2-page	1/2-page
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓

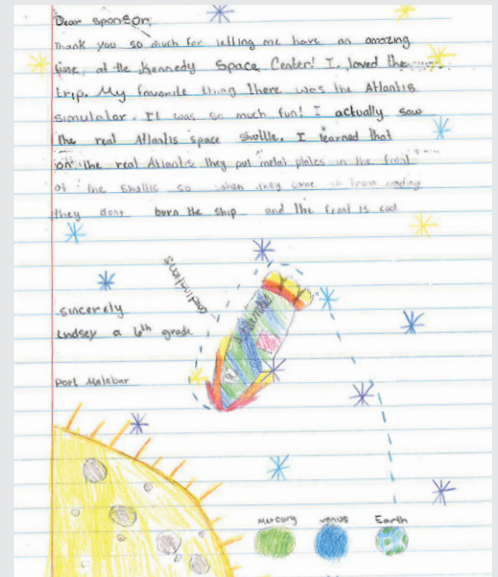
Liberty	Independence	Friend of WID
\$5,000	\$2,500	\$1,000
No Limit	No Limit	No Limit
6	2	1
2	2	1
1 Table		
1/4-page	1/8-page	1/8-page
✓		
✓		
✓	✓	
✓	✓	✓

HORIZONS Celebration					
Title	PhD	Master's	Bachelor's	Associate's	Friend of WID
\$12,500	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Limit 1	Limit 2	Limit 1	No Limit	No Limit	No Limit
10	8	6	6	2	
10	10	8	6	4	2
1 Table with VIP					
✓					
✓	✓	✓			
✓					
HORIZONS					
1-page	1/2-page	1/4-page	1/4-page	1/8-page	1/8-page
✓	✓	✓	✓		
✓	✓	✓			
✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓

Grassroots Foundation



WID's Tennessee Valley Chapter (TVC) continued its long-standing STEM outreach efforts, working with local schools to provide STEM tools to science teachers for interactive use in their classrooms. WID TVC works with the Mechanical and Aerospace Engineering Department of the University of Alabama in Huntsville to have these tools designed and built by Engineering student teams and then donated to the local schools. Elementary and middle school students who experience scientific and engineering principles through interactive tools demonstrate increased interest in pursuing higher education and careers in technical disciplines.



Thank you so much for letting me have an amazing time at the Kennedy Space Center! I loved the trip. My favorite thing there was the Atlantis simulator. It was so much fun! I actually saw the real Atlantis space shuttle. I learned that on the real Atlantis they put metal plates on the front of the shuttle so when they come in for landing they don't burn the ship and the front is cool.

Lindsey
6th grader, Port Malabar, FL



WID Central Florida organized a Girl Engineers of Tomorrow event where a woman training as a NASA astronaut and a Lockheed Martin engineer spoke to more than 150 girls from five local middle schools, inspiring them to consider technical careers in defense and space.

