2020 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 needed 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 sponsorship opportunities, contact:

Rachel McCaffrey
Executive Director
rmccaffrey@NDIA.org | (703) 247-2551
Sponsorship Opportunities

STRATEGIC PARTNERSHIPS
Pages 4 – 5
An opportunity to support all WID lines of effort. Each level provides resources to the National Conference, HORIZONS Scholarships, HORIZONS Celebration event, and other WID National and Chapter programming. Strategic Partnerships deliver new benefits such as a 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 – 10
A venue that convenes women from the military, defense industry, government, and academia. The National Conference is a one-day event dedicated to empowering women, creating a more diverse workforce, and strengthening American defense.

HORIZONS SCHOLARSHIP CELEBRATION
Pages 11 – 13
An event that brings 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 that feature senior leaders in defense discussing workforce, diversity, and professional issues.
STRATEGIC PARTNERSHIPS

Gold

$40,000 – Limit Two

Sponsorship Funds
• $20,000–Title Sponsorship for National Conference
• $10,000–Donation to HORIZONS Scholarship
• $6,000–Sponsorship of 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 the National Conference

Branding
• WID logo on Partner website

Extra
• Opportunity for WID Executive Director to brief your 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 HORIZONS Scholarship awardees
• Every Chapter that receives grant funding from WID National will include logos from all Strategic Partners on their collateral
Silver

Sponsorship Funds
- $12,500–Choice of one of the following:
  - Service to the Flag Sponsor (one of two sponsors)
  - Networking Sponsor
  - Panel Sponsor (one of two sponsors)
  - Wifi Sponsor
  - HORIZONS Title Sponsor
- $6,250–Donation to HORIZONS Scholarship
- $3,750–Sponsorship of HORIZONS event
- $2,500–Support of additional WID National and Chapter events

Event Attendance
- Benefits from selected event sponsorship (see pages 6 – 10 for National Conference Sponsor benefits and pages 11 – 13 for HORIZONS event Sponsor benefits)
- Includes four additional registrations to the National Conference

Branding
- WID logo on Partner website
- Company logo on WID home page for 2020 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 your company on diversity or “Leadership Lessons from NATO’s 2011 Civilian Protection Mission in Libya”
- Photos with Service to the Flag honorees and HORIZONS Scholarship awardees
- Every Chapter that receives grant funding from WID National will include logos from all Strategic Partners on their collateral

Bronze

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 10 for Liberty Sponsor benefits and page 13 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
- Company logo on WID home page for 2020 calendar year
- Company logo on 6,000 WID Passport to Opportunity recruiting pamphlets
- Half-page feature in both National Conference and HORIZONS programs

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

$20,000 – Limit Two

Event Attendance
- 12 complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event
- Special National Conference registration rate for additional attendees
- Two reserved tables at Service to the Flag Luncheon with VIPs, government personnel, or clients

Speaking Opportunity
- Welcome remarks and introduction of one of two keynote speakers
- Introduce a Scholarship awardee at HORIZONS event

Branding
- Right to be one of two Title Sponsors, with first right of refusal in following years
- One-page prime position 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
- Sponsor for professional headshot photographer
- On-stage photo with keynote speaker
- Verbal recognition from podium by WID
- Opportunity to add discounted tabletop at Industry Expo
- Two Industry Expo-only registrations provided at discount
- Sponsor wristbands for your company’s event attendees
Service to the Flag Sponsor

$12,500 – Limit Two

**Event Attendance**
- 10 complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event
- Special National Conference registration rate for additional attendees
- Reserved table at Service to the Flag Luncheon with VIPs, 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**
- On-stage photo with Service to the Flag honorees
- Verbal recognition from podium by WID
- Opportunity to add discounted tabletop at Industry Expo
- Two Industry Expo-only registrations provided at discount
- Sponsor wristbands for your company’s event attendees
Networking Sponsor
$12,500 – Limit One

Includes networking breakfast, networking breaks, and networking reception sponsor

Event Attendance
- 10 complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event
- Special National Conference registration rate for additional attendees
- Reserved table at Service to the Flag Luncheon with VIPs, government personnel, or clients

Speaking Opportunity
- Two-minute remarks

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 (provided by WID)

Extra
- 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

Panel Sponsor
$12,500 – Limit Two

Event Attendance
- 10 complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event
- Special National Conference registration rate for additional attendees
- Reserved table at Service to the Flag Luncheon with VIPs, government personnel, or clients

Speaking Opportunity
- Introduce the panel
- Provide moderator or panelist for the panel

Branding
- Right to be one of two Panel Sponsors, with first right of refusal in following years

Extra
- 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

• Photo with Service to the Flag honorees
• Verbal recognition from podium by WID
• Opportunity to add discounted tabletop at Industry Expo
• Two Industry Expo-only registrations provided at discount
• Sponsor wristbands for your company’s event attendees
**Wifi Sponsor**

**Event Attendance**
- Eight complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event
- Special National Conference registration rate for additional attendees
- Reserved table at Service to the Flag Luncheon with VIPs, government personnel, or clients

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

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

**Industry Expo Sponsor**

**Event Attendance**
- Six complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event
- Special National Conference registration rate for additional attendees
- Reserved table at Service to the Flag Luncheon with VIPs, 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

**Extra**
- Co-branded promotional item (provided by WID)
- Photo with Service to the Flag honorees
- Verbal recognition from podium by WID
- Opportunity to add discounted tabletop at Industry Expo
- Two Industry Expo-only registrations provided at discount
- 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
- Special National Conference registration rate for additional attendees
- 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

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

Independence Sponsor

$2,500 – No Limit

Event Attendance
- Two complimentary registrations to WID National Conference
- Two complimentary tickets to HORIZONS event
- Special National Conference registration rate for additional attendees

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

Extra
- Verbal recognition from podium by WID
- Opportunity to add discounted tabletop at Industry Expo
- Two Industry Expo-only registrations provided at discount
- 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

Extra
- Logo on event collateral, signage, program, & website
- Logo on rotating slide show at event
- Sponsor wristbands for your company’s event attendees
HORIZONS Title Sponsor

$12,500 – Limit One

Event Attendance
- Six complimentary tickets to HORIZONS event
- 10 complimentary registrations to WID National Conference
- Reserved table at Service to the Flag Luncheon with VIPs, government personnel, or clients

Speaking Opportunity
- Introduce HORIZONS keynote speaker
- Introduce HORIZONS Scholarship awardees during National Conference

Branding
- Right to be the exclusive HORIZONS 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
- On-stage photo with keynote speaker and Scholarship awardees
- Verbal recognition from podium by WID
- Opportunity to add discounted tabletop at Industry Expo
- Sponsor wristbands for your company’s event attendees

SCHOLARSHIP CELEBRATION

WOMEN IN DEFENSE SCHOLARSHIP PROGRAM
"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
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

Bachelor's Level Sponsor
$5,000 – No Limit

Event Attendance
- Two complimentary tickets to HORIZONS event
- Four 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
- Opportunity to add discounted tabletop at Industry Expo
- Sponsor wristbands for your company’s event attendees

Associate's Level Sponsor
$2,500 – No Limit

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

Branding
- Eighth-page feature in HORIZONS program
- Logo on event collateral, signage, program, & website
- Verbal recognition from podium by WID
- Opportunity to add discounted tabletop at Industry Expo
- Sponsor wristbands for your company’s event attendees

Friend of WID Sponsor
$1,000 – No Limit

Event Attendance
- Two complimentary tickets to HORIZONS event

Branding
- Eighth-page feature in HORIZONS program
- Logo on event collateral, signage, program, & website
- Sponsor wristbands for your company’s event attendees
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<thead>
<tr>
<th>Event Attendance</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>1 Table with VIPs</td>
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<table>
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<td>National Conference</td>
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<td>On-stage branding</td>
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<td>Ad in National Conference program</td>
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<td>Ad in HORIZONS program</td>
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<td>Proud Strategic Partner logo</td>
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<td>Company logo on WID home page</td>
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<td>Company logo on 6,000 WID Passport to Opportunity pamphlets</td>
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<td>Brand exposure before, during, and after event(s)</td>
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<td>Discounted tabletop at Industry Expo</td>
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<td>WID Executive Director briefing</td>
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<td>Grant money for WID Chapters, logos included on collateral</td>
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<td>Sponsor wristbands</td>
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<tr>
<td>2 Tables with VIPs</td>
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### Strategic Partnerships

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- 1 Table with VIPs
- 1 Table
- 1/2-page
- 1/4-page
- 1/8-page
- 1/8-page

### HORIZONS Scholarship Celebration

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- 1 Table with VIPs
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The WID Picatinny Chapter collaborated with employees at Picatinny Arsenal and local academic institutions to host the seventh “Introduce a Girl to Engineering” STEM event on February 21, 2019. Almost 80 female students from 22 area high schools attended the event. Students spoke with female scientists and engineers at 18 unique stations on engineering topics related to the development of the armaments and ammunition used by the U.S. military that are predominantly developed at Picatinny Arsenal.

Each December, the WID Palmetto Chapter hosts a Leadership Summit with the theme “Powered by Women, Powering the Community” in North Charleston, South Carolina. Over 300 defense industry and government professionals gather to hear thought leaders talk about their journey in the defense sector, attend training to improve their leadership and communication skills, and network to develop professional relationships.

Each year, the WID Michigan Chapter hosts a thrilling Pi Day STEAM event to engage high-school students with the branches of the Military (Army, Navy, Air Force, Marines, Coast Guard) and industry. The objective is to expose youth to the exciting STEAM-related career paths available to design, engineer, and manufacture materials that keep our soldiers safe. Each branch brings their STEM-related trailers to offer scholars a one-of-a-kind experience.

Through your participation, we aim to encourage high school students to think outside of strictly civilian career paths and tangibly grasp what the U.S. defense industry has to offer in terms of service, leadership, and adventures.