



NEW Executive Forum Sponsorship Opportunities

July 27 - July 29, 2021 | Virtual Event

At **NEW Executive Forum**, senior leaders from all over the country come together to examine ways to advance gender equality, be inspired by world-class speakers, and nurture their networks. A retreat-like event where leaders can have honest conversations, Forum drives leaders to act collectively to create real and sustainable change.

Benefits

As a sponsor you will build your brand, promote your products, and position yourself as an organization that stands for gender equality and women's leadership.

Opportunities

We offer multiple sponsorship opportunities, including sponsorship of keynotes, virtual showcase spaces, lunchtime entertainment, receptions, wellness breaks, networking rooms, and more.

Recognition

Your sponsorship is recognized before, during, and after the event. Gain thousands of impressions through our websites, social media channels, virtual experience platform interface, brand elements, and verbal recognition during the live event.

ACT NOW

Deadline is **Friday, July 9, 2021**

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2020 Forum Attendee Data

84%	Women
21%	People of Color
36%	EVP, SVP, or VP
7%	C-level executive, President/CEO, or Owner

88% Rated Executive Forum program Very Good or Good

Source: Survey of NEW Executive Forum attendees, 2020

- “As a Black woman in Corporate America for 23 [years], this was the first conference that 100% resonated with me. The content and the speakers were phenomenal.”
- “NEW overdelivered on their first virtual event. They were in touch with their audience's needs and executed a flawless program that will ultimately set the bar for future virtual events and the industry!”
- “NEW [Executive Forum] is an investment in your personal and professional development. [You will] leave feeling revitalized and motivated!”
- “I am continually inspired by the topics and speakers at the Executive Forum take away learning and actions to apply within my own sphere of influence.”

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Opportunity	Description	Complimentary Registrations	Investment
Presenting Sponsor Showcase Page (Only 1 Available)	Largest Showcase space with the capability for product demo video, lightning talks, highlights of women executives, white papers, blog posts and link to website (4 of the 6). In addition, the opportunity for one 2-minute “commercial” during the program at this sponsorship level - Commercial to be supplied by sponsor and approved by NEW.	Eight complimentary Forum registrations.	\$30,000
Ultimate Sponsor Showcase Page (5 Available)	Showcase space with the capability for product demo video, lightning talks, highlighting of women executives, white papers, blog posts and link to website (3 of the 6). Opportunity for one 1-minute “commercial” during the program - script to be supplied by sponsor.	Six complimentary Forum registrations.	\$20,000
Evolved Sponsor Showcase Page (10 Available)	Showcase space with the capability for product demo video, lightning talks, highlighting of women and web link (2 of the 6). Opportunity for one 30-second “commercial” during the program – script to be supplied by sponsor.	Three complimentary Forum registrations.	\$10,000
Above Sponsor Showcase Page (20 Available)	Showcase space with the capability to highlight women executives, include a web link.	One complimentary Forum registration.	\$5,000

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<p>Runway Week Sponsors</p> <p>July 7, 2021</p> <p>July 14, 2021</p> <p>July 21, 2021</p>	<p>Branding and visibility on the website as the Runway Week sponsor for chosen week, and during the Forum event. Sponsor will be mentioned by the emcee when announcing the speaker.</p>	<p>One registration available per every \$10,000 spent in bulk purchases.</p>	<p>\$5,000 each All 3 for \$12,000</p> <p>Date selection is first come, first served</p>
<p>Bold Power Up Breaks</p> <p>Day 1 (3 Available)</p> <p>Day 2 (5 Available)</p> <p>Day 3 (2 Available)</p>	<p>Sponsor logo will be displayed during the workout, and the instructor can promote the sponsor. Choose meditation, yoga, or the workout session of your choice and offer it during the program. Sponsor will provide the instructor and workout program or NEW can assist on a first come first served basis. During this 5-minute opportunity, the sponsor's logo will be displayed. They will be recognized by the emcee during the event and promoted during the workout. They will also receive branding and visibility as a Power Break sponsor.</p>	<p>One complimentary registration with the purchase of 5 or more.</p> <p>Two complimentary registrations with all 10.</p>	<p>\$2,000 each All 10 for \$16,000</p>



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Day One - Half-Day Program -July 27, 2021			
Affinity Rooms Networking Available affinity rooms: <ul style="list-style-type: none"> • BOLD: Collaborators • BOLD: Board Chairs & Directors • BOLD: Game-Changers • BOLD: Creators • BOLD: Disruptors • BOLD: Winners • BOLD: Visionaries • BOLD: C-Suite Innovators 	Attendees will network in breakout affinity rooms on Day 1 from 1:00-2:50 PM CT, and connect with industry peers and colleagues. Sponsor's logo will be displayed on the NEW Forum website and during the event. Branding and visibility will be offered in the days leading up to, and following, the event. Sponsor will be mentioned by the moderator inside the room they are sponsoring. Sponsor may also choose a speaker to be featured in their affinity room.	One complimentary Forum registration.	\$7,500 each
Celebrity Chef Experience Day 1- 5:30 - 6:30 pm	Cooking class with Huda Mu'min. The sponsor may work with the chef on the recipes to be featured and this may include a degree of product placement. Branding and visibility as the Celebrity Chef Experience sponsor will be offered in the days leading up to, and following, the event. Sponsor will be mentioned by the Emcee during the program.	Two complimentary Forum registrations.	\$10,000
Day 2 Full-Day Program – July 28, 2021			
Breakfast Sponsor Day 2 	A first thing in the morning, 30-minute networking opportunity where the sponsor's logo will be displayed during the breakfast on day two.	Two complimentary Forum registrations.	\$10,000
Creative Lunch Break Day 2	The sponsor will receive recognition as the exclusive lunch sponsor before, during and after the event. The sponsor is entitled to the option to provide a digital coupon to attendees, at the sponsor's discretion.	Two complimentary Forum registrations.	\$10,000

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Happy Hour Haute House Party 	<p>As Day 2 of Forum winds down, attendees will have the opportunity to join the Haute House Party with their colleagues and peers. The sponsoring company's logo will be displayed while attendees are waiting to break out. Sponsor will receive branding and visibility on the NEW Forum website as the exclusive Happy Hour Sponsor as well as being recognized during the 55-minute program. Branding and visibility will be offered in the days leading up to, and following, the event. Sponsor will receive mention by the Emcee during the program, as well as the option to offer a digital coupon at the sponsor's discretion.</p>	Two complimentary Forum registrations.	\$10,000
Day 3 Half-Day Program – July 29, 2021			
Invite Only C-Suite Breakout	Attendees will experience a two-hour retreat with discussions and networking time with industry peers and colleagues. The sponsor's logo will be displayed on the NEW Forum website and during the event. Branding and visibility will be offered in the days leading up to, and following, the event. Sponsor will be mentioned by the Emcee during the program and receive one complimentary registration for Forum.	Sponsor will receive one invitation for a C-Suite level individual to attend the event, and one complimentary Forum registration.	\$7,500
Full Event Sponsorship Opportunities (All 3 Days)			
Virtual Vendor Store Sponsor (Only 20 available)	Feature your products in the NEW Virtual Store before, during and after the virtual event. Up to 20 participants will have the opportunity for a "booth" inside the virtual store where they can feature items, link to their product's website, and gain brand visibility to this exclusive audience.	N/A	\$1,000

Registration Rates

Price Tier	Price	Date
Regular Price	\$1095	7/25 5 PM CT
Early-bird Price	\$995	7/2 5 PM CT
Group Price (10-19)	\$949	Purchases must be made by 7/19 5 PM CT Purchased group registration codes must be used to register by 7/25 5 PM CT
Group Price (20+)	\$895	Purchases must be made by 7/19 5 PM CT Purchased group registration codes must be used to register by 7/25 5 PM CT