IDEATION
THE PACIFIC REGIONAL CONFERENCE
JUNE 24 2021

SPONSORSHIP OPPORTUNITIES
WBEC Pacific’s IDEATION Conference 2021:
*Fight the Fatigue*

- Fast-paced, dynamic and joyful
- Collective individual learnings from the pandemic
- Knowledge sharing with WBEs and Corporate members
- Opportunities to support women entrepreneurs
- Share and receive critical insight
- Create strategic connections

Ideation will live on and be accessible on the WBEC Pacific Community Platform Ideation 2021
IDEATION Conference 2021 - *Fight the Fatigue*

**Day 1 - June 24:**

12:00  Meet & Greet with Event Host

12:10  Welcome Remarks: Dr. Janice Greene

12:15  Welcome Remarks: Lisa Roben

12:20  *Learning with Leslie* - Segment #1

12:25  Pecha Kucha Workshops

1:25   *Learning with Leslie* - Segment #2

1:30   Keynote Speaker Jackie Sturm  
*Corporate Vice President, Global Supply Chain Operations, Intel*  
with audience Q&A

2:10   *Learning with Leslie* - Segment #3

2:15   Corporate Roundtable Panel Discussion

2:45   Star Recognition video

2:47   Closing Remarks: Dr. Janice Greene
**Fight the Fatigue: Pecha Kuchas on Point**

Expert content centered around the Japanese tradition of Pecha Kucha. Each WBE will share expertise, stories, and insights in less than 5 minutes. This Pecha Kuchas will be succinct, informative and memorable. Following the presentation, WBEC Pacific's Corporate Partners will moderate a dynamic discussion.

**Pecha Kuchas on Point** offers a chance to sponsor this entire segment of the conference. Sharp, smart, and short, the Pecha Kuchas for Ideation 2021 will be on point.

Pecha Kucha Examples: [https://www.pechakucha.com/](https://www.pechakucha.com/)

**General Topics to be Covered in Pecha Kucha on Point at IDEATION Conference 2021: Fight the Fatigue**

- Innovation - born of the Pandemic
- Lessons Learned from The Business Pivot of 2020
- Trends in Technology for all Industries 2021
- Managing Life and Work Balance in the New Normal
- Hybrid of returning to Work - What’s different?
- Accessibility - democratize the accessibility to opportunities (Technology)
- Supply Chain
- Social Impact - how a diverse supply chain elevates the community
Follow-up June 28th:

One on One Match Up Sessions

WBEC Pacific will be working with a new matchmaking app being debuted at IDEATION 2021. It will use key words and corporate preferences to match corporates with WBEs that meet their needs! Making the process simple, and easy to manage for everyone.
SPONSORSHIP OPPORTUNITIES
Presenting Sponsorship

$20,000

Presenting Sponsor

BRAND POSITION
- Presenting Sponsor for IDEATION event
- VIP position in event venue, website, marketing collateral
- High visibility in the public areas
- Direct link to selected corporate website information

EVENT MARKETING
- Logo and special mention in event communications
- WBEC Pacific website + event site
- Social Media Outlets
- Flyers distributed to RPOs and network
- Press release distribution to media outlets
- Acknowledgement on SURVEY and THANK YOU

EXCLUSIVE BENEFITS
- Speaking Opportunity
- Custom pre-event presentation or promotion
- Extended exposure on WBEC Pacific website and social media pages

PROGRAM
- Acknowledgement and Recognition by the Board Chair and WBEC Pacific President and CEO
- Full Screen on Sponsored Video Roll
- Exclusive match-making event
Platinum Sponsorship

$15,000

**BRAND POSITION**
- Premier position in sponsored visuals
- Prominent visibility in the event areas
- Direct link to selected corporate website information.

**EVENT MARKETING**
- Logo and special mention in event communications
- WBEC Pacific website + event site
- Social Media Outlets
- Flyers distributed to RPOs and network
- Press release distribution to media outlets
- Acknowledgement on SURVEY and THANK YOU

**EXCLUSIVE BENEFITS**
- Speaking Opportunity
- Custom pre-event presentation or promotion
- Extended exposure on WBEC Pacific website, social media pages

**PROGRAM**
- Acknowledgement and Recognition by the Board Chair and WBEC Pacific President and CEO
- Full Screen on Sponsored Video Roll
Gold Sponsorship

**Gold Sponsors**

**BRAND POSITION**
- Prominent visibility in the mail areas
- Direct link to select corporate information, ideal for presentations

**EVENT MARKETING**
- Logo and special mention in event communications
- WBEC Pacific website + event site
- Social Media Outlets
- Flyers distributed to RPOs and network
- Press release distribution to media outlets
- Acknowledgement on SURVEY and THANK YOU

**PROGRAM**
- Acknowledgement and Recognition by the WBEC Pacific President and CEO and Event Moderator
- Full Screen on Sponsored Video Roll

$10,000
## Additional Sponsorship Opportunities

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<th>SILVER / $7500</th>
<th>BRONZE / $5000</th>
<th>Ally or Pecha Kucha $1500</th>
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<td>- Logo placement in Bronze tier sponsored areas</td>
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### Silver Sponsorship
- $7500

### Bronze Sponsorship
- $5000

### Ally or Pecha Kucha Sponsorship
- $1500
THANK YOU!

Contact us:

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