



WOMEN'S
ENTREPRENEURSHIP WEEK
October 19, 20, 21, 2021

THE FUTURE IS WOMEN

Be inspired by influential
women transforming the future.

#WEW2021



Women's Empowerment Awards Ceremony – Wednesday, October 20, 2021

In recognition of Berkeley College's 90th anniversary, we will honor the more than 100 remarkable women who have spoken at our WEW events over the years.

Berkeley College Women's Entrepreneurship Week (WEW) elevates the voices of women on key issues. Since 2015, WEW events have featured a wide range of diverse leaders in government, business and media who have shared resources for success in rebuilding the economy, fixing the broken rungs of the career ladder, and converting pivotal moments into opportunities. Join this growing community of women in leadership committed to improving opportunities, diversity and equity in education, business, government and our communities by becoming a WEW sponsor.

WEW speakers and panelists include the most prominent women in the Latinx, African-American and Asian communities. Topics center on advancing gender equity, business and entrepreneurship among Minority and Women-owned Businesses (MWBs).

WEW EVENTS GAIN MEDIA RECOGNITION, POSITIVE RANKINGS, AND HIGH RATES OF AUDIENCE ENGAGEMENT ON SOCIAL MEDIA. IN 2020, THE BERKELEY COLLEGE WOMEN'S ENTREPRENEURSHIP WEEK FORUM HAD A RECORD AUDIENCE WITH MORE THAN

780 ATTENDEES AND AN AUDIENCE REACH OF 440,000 ON SOCIAL MEDIA.

High rates of audience satisfaction are reflected in post-event survey results:

- **99%** rated the overall event as excellent (71%) or good (28%)
- **99%** rated the opening and closing keynotes as excellent (67%) or good (32%)
- **97%** rated the panel topics as excellent (62%) or good (35%)

A media partnership with City & State New York further amplifies WEW activities to an audience of New York City and State public officials.

Women's Entrepreneurship Week programming provides a real-life classroom for our students and opens doors to opportunities for students, attendees and sponsors. Sponsors have an opportunity to extend WEW events to their organization to enhance diversity efforts by encouraging participation in WEW events.

In 2021, Berkeley College celebrates 90 years of empowering students to achieve lifelong success in dynamic careers.

Thank you for your support!

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Platinum Sponsorship – \$5,000

- Company logo placement on program materials including Save the Date, event poster, Berkeley College WEW webpage, and post-event newsletter
- Company highlight in Berkeley College social media post
- Acknowledgement in virtual event remarks
- Acknowledgement at Women's Empowerment Awards Ceremony
- Participation of a company representative in the awards ceremony with remarks/award presentation
- Article on company in post-event newsletter
- 10 tickets to Women's Empowerment Awards Ceremony

Gold Sponsorship – \$2,500

- Company logo placement on program materials including Save the Date, event poster, Berkeley College WEW webpage, and post-event newsletter
- Company highlight in Berkeley College social media post
- Acknowledgement in virtual event remarks
- 5 tickets to Women's Empowerment Awards Ceremony

Silver Sponsorship – \$1,000

- Company logo placement on program materials including Save the Date, event poster, Berkeley College WEW webpage, and post-event newsletter
- 3 tickets to Women's Empowerment Awards Ceremony

Pink Sponsorship – \$500

- Company logo placement on program materials including Save the Date, event poster, Berkeley College WEW webpage, and post-event newsletter
- Acknowledgement in virtual event remarks

Women's Empowerment Awards Ceremony Tickets – \$100

- A limited number of tickets will be sold.

Please Note: Sponsorships in support of Berkeley College are not tax deductible.

MORE INFORMATION: Contact Kelly Depsee, Director,
Communications and External Relations, at KME@BerkeleyCollege.edu
or visit www.BerkeleyCollege.edu/WEW.