

SACRAMENTO AREA

Professional BusinessWomen of California Conference

November 3, 2004

Sacramento Convention Center

TAKE CHARGE!



UNLEASHING YOUR POTENTIAL

PROFESSIONAL BUSINESSWOMEN OF CALIFORNIA



Founder:
Jackie Speier
PBWC
California State
Senator, 8th district

The Sacramento Bee has recently transferred the rights to produce Sacramento's A Woman's Day Conference and Exposition to the Professional BusinessWomen of California (PBWC). During the past ten years, The Bee created and developed a wonderful event for professional women in the Sacramento community and we are excited at the opportunity to expand the conference under the leadership of PBWC. The date of this year's conference is **November 3, 2004**, at the **Sacramento Convention Center**.

The Professional BusinessWomen of California (PBWC) is a not-for-profit organization dedicated to advancing the professional and personal development of women in the workforce by providing tools, resources, training and inspiration. The annual San Francisco Bay Area-based PBWC conference, the longest running women's conference in Northern California, has touched the lives of more than 42,500 women since the first conference was held in 1989. The conference is a day-long event that allows professional women of all backgrounds, industries and generations to improve their skill sets, widen their spheres of influence and be inspired by women role models. Among the unique programs included in the PBWC conference are a special track that reaches out to include young women of high school age and the annual PBWC Corporate Pacesetter award which honors those companies that work to advance women into the highest ranks of their companies.

The Sacramento Area PBWC Conference will enable professional women from Sonoma to Stockton to experience a conference planned with the help of the local business community and an organization with a fifteen-year track record of producing successful conferences for women. With your help we look forward to bringing our dynamic event for women to the Sacramento area.

A handwritten signature in blue ink that reads "Jackie Speier". The signature is fluid and cursive, with a long horizontal stroke at the end.

WHEN EMPLOYEES SUCCEED, THE COMPANY SUCCEEDS



Success breeds success. By accelerating the advancement of women, PBWC also fosters a healthier, more productive environment for businesses and the communities in which they operate.

In today's increasingly competitive business climate, no company can afford to ignore the need to provide ongoing professional development for its employees. PBWC delivers the leadership training women need, cost effectively for their employer.

PBWC conference speakers represent a diverse group of women who are groundbreakers and innovators in their fields as well as experts in business, finance, life-balance, and women's health.

In 2003, over 95% of conference attendees tell us that the conference met or exceeded their expectations. The number one reason? No other conference offers such a highly-focused training day for businesswomen.



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PROFESSIONAL BUSINESSWOMEN OF CALIFORNIA



Lydia Beebe
Corporate Secretary
ChevronTexaco Corp.

“PBWC provides an excellent forum for women to share ideas and learn from each other. ChevronTexaco women who have attended have gained more insight into and skills for impactful leadership. They have returned to the workplace with increased enthusiasm to tackle the challenges ahead.”

As a supporter of the Professional BusinessWomen of California conference, sponsors enjoy a heightened corporate presence within the region and the opportunity to promote their products, services and programs. PBWC enables sponsors to:

- Deliver your marketing messages to an affluent, savvy audience
- Reach key decision makers
- Develop your employees' leadership skills
- Energize your employees
- Gain exposure before women-owned businesses
- Promote your commitment to diversity and outreach programs
- Inspire and challenge young women to achieve their career goals

RECOGNIZE THE EMERGING ECONOMIC POWER OF WORKING WOMEN

Women's economic power is exploding. Women are using their growing incomes and influence in the marketplace to radically change products and perceptions. Among PBWC's conference attendees, approximately 65% are middle and upper-level management women in companies with more than 800 employees. Our conference sponsors have enjoyed excellent results in conducting one-on-one marketing efforts with attendees. By talking directly to conference-goers, sponsors can build credibility and gain lifetime loyalty.

GAIN EXPOSURE BEFORE WOMEN-OWNED BUSINESSES



Pat Williams
Vice President, Director
Silicon Valley Complex
Merrill Lynch

“Business ownership requires simultaneous fulfillment of so many roles, and failure in a key role could be fatal to the business. In areas where you can ‘get it right the first time’, with the help of professionals in the field, I feel it’s smart to do so. Merrill Lynch is dedicated to providing the ‘bandwidth’ to ensure women entrepreneurs minimal disruption and optimal growth of their business ventures. Our sponsorship of the PBWC conference gives us the opportunity to connect with women business owners in a relaxed and open environment.”

Many of today’s Fortune 1000 corporations were founded by one person with an idea. Tomorrow’s Fortune 1000 will differ in one key way: more of them will be founded by women. Currently there are over 9.1 million women-owned businesses in the United States. Women-owned businesses already employ more than 27.5 million people and generate over \$3.6 trillion in sales. Roughly 20% of PBWC conference attendees are entrepreneurs. Professional BusinessWomen of California creates an excellent environment that stokes the competitive spirit and inspires women to take that first step.

PBWC CONFERENCE DEMOGRAPHICS

- Mean personal income: \$82,000
- 26.1 % are 26-35 years of age
- 35.9% are 36-45 years of age
- Mean age: 40 years
- 75% have a college degree or higher
- 76% are funded by their companies to attend the conference.



PROMOTE YOUR COMMITMENT TO DIVERSITY AND OUTREACH PROGRAMS



Lisa Tealer
Diversity Manager
Genentech, Inc.

Women make up over half the U.S. workforce. By 2020, 42% of California's workers will be Hispanic, 18% Asian, 33% White and 7% Black. People of color, women and immigrants represent 80% of the new labor force. Continued business growth and productivity will depend upon companies educating their managers about cultural differences and supporting a creative environment for all employees. The Professional BusinessWomen of California is dedicated to building an inclusive community that serves women of all ethnic and racial backgrounds.

“A commitment to diversity is a commitment to success, now and in the future. A commitment to diversity is an investment in a company's greatest asset...its people, ALL its people. When this asset is in an inclusive environment, companies will see their asset grow and prosper. It's a strategic tool for a good company to be even better!”

THE
BEST
WAY
TO
DIVERSITY

INSPIRE AND CHALLENGE

YOUNG WOMEN TO ACHIEVE THEIR CAREER GOALS



Kay Breeden
Vice President of
Environmental
Health and Safety
Seagate Technology

“Today’s teenagers are Seagate’s future executives, managers and researchers! Events like the PBWC’s Program for Young Women brings smart, enthusiastic women together in a positive, open forum are essential to nurturing the future growth of the high-tech industry. I believe a future in technology is open to any young woman who wants to accept the challenge.”

Historically young girls have been discouraged from pursuing their professional dreams. Today it is vital that young women explore math, science and technology careers. Consider this: last year women filled 143,000 more technical jobs than the previous year. Many of these might have otherwise gone unfilled due to a lack of qualified candidates. PBWC offers a program designed to challenge traditional stereotypes and inspire teens to reach their full potential.

Professional BusinessWomen of California is the premier organization for advancing the careers of Bay Area women. Through the generous support of our sponsors, PBWC’s unique programs are enabling women of all ages and ethnic backgrounds to succeed in both their personal and professional lives. By helping accelerate the advancement of women, your company enjoys the success derived from higher employee productivity, increased loyalty and improved performance – success that continues long after the actual event. The following table outlines the various sponsorship opportunities available. We appreciate your company’s commitment to achieving the full potential of women in the workforce.



PBWC SACRAMENTO

SPONSOR LEVELS AND BENEFITS

BENEFITS	PREMIER	PRESENTING	STRATEGIC	PATRON	DONOR
Display of corporate logo at General Sessions	Center stage display of corporate logo at the general sessions above the head table	Above head table	To the side of head table	Corporate name projected on screens periodically	
Opportunity to present in accordance with conference theme and program, if speaking proposal is received by June 30, 2004	Opportunity to design one seminar session and introduce a keynote speaker at the luncheon session	Opportunity to provide one presenter in a panel session and introduce a keynote speaker at a general session	Opportunity to provide one presenter in a panel session	Opportunity to provide one facilitator in a panel seminar	
Corporate visibility in all printed promotional materials, including 100,000 conference invitations and print media advertising in the Sacramento Bee	Primary placement of logo	Prominent placement of logo	Placement of logo	Listing of company name	Listing of company name
Corporate advertisement in the conference printed program	Primary placement of one full-page inside cover advertisement in the printed program	Prominent placement of one full-page ad	One full-page ad	One half-page ad	One quarter-page ad
Corporate advertisement in the Sacramento Bee conference special section	One full-page advertisement	One full-page advertisement	One half-page ad	One half-page ad	
Targeted publicity featuring your sponsorship through extensive media sponsorship with the Sacramento Bee	★	★	★	★	
Conference website – hosted by the Sacramento Bee	Corporate logo on the conference home page with link to your company's website and logo link on virtual expo	Corporate logo on the conference home page with link to your company's website and logo link on virtual expo	Small corporate logo on the conference home page with link to your company's website and logo link on virtual expo	Small corporate logo on the conference home page and on virtual expo	Name link logo on the conference home page and on virtual expo
Questions on the PBWC electronic survey of conference attendees	3	2	1		
Feature article in the PBWC electronic newsletter	★				
Dais seat at head table for corporate representative in keynote general session	Opening and luncheon sessions	Opening and luncheon sessions	Luncheon sessions	Opening session	
Conference tote bags	Premier positioning of logo on conference bags	Prominent placement of logo	Listing of company name		
Opportunity to provide corporate materials or gift in the conference tote bag	★	★	★		
Free tickets to the conference with VIP prominent placement of keynote luncheon table	50 with 5 VIP reserved corporate tables	40 with 4 VIP reserved corporate tables	30 with 3 reserved corporate tables	20 with 2 reserved corporate table	10 with 1 reserved corporate table
Invitations to the private pre-luncheon VIP reception	6	5	4	3	2
Complimentary exhibit space at the conference with listing in Exhibitor Directory	20' x 20' island booth prominent location	20' x 20' peninsula booth	20' x 10' corner booth	10' x 10' corner booth	10' x 10' booth
Levels	Cash contributions valued at \$75,000 or over	Cash contributions valued between \$50,000 and \$74,999	Cash contributions valued between \$30,000 and \$49,999	Cash contributions valued between \$20,000 and \$29,999	Cash contributions valued between \$10,000 and \$19,999

YOUNG WOMEN'S PROGRAM SPONSORSHIP OPTIONS

BENEFITS	CHAMPION	LEADERSHIP	CONTRIBUTOR	SCHOLARSHIP TABLE HOST
Recognition from podium and in printed materials as Champion sponsor	★			
Opportunity to present in the Young Women's program, in accordance with conference theme and program, if speaking proposal is received by June 20, 2004	★	Opportunity to provide one facilitator in one panel seminar		
Corporate visibility in conference printed program and signage	Prominent placement of logo	Prominent listing of company name	Listing of company name	Listing of company name
Corporate advertisement in the printed program	One full-page ad	One half-page ad		
PBWC website www.pbwc.org	Placement of logo	Listing as sponsor	Listing as sponsor	
Opportunity to provide corporate materials or gift in the conference tote bag	★	★		
Free tickets to the conference with VIP seating at keynote luncheon table	10 with reserved VIP corporate table	4 with shared reserved corporate table	2 with shared reserved corporate table	1 with shared reserved corporate table
Invitations to the private pre-luncheon VIP Reception	3	2	1	
Scholarships Supported	160	60	30	10
Levels	Cash contributions valued at \$25,000 or over	Cash contributions valued between \$10,000 and \$24,999	Cash contributions valued between \$5,000 and \$9,999	Cash contributions valued between \$1,500 per table

PBWC SACRAMENTO APPLICATION FORMS

CORPORATE SUPPORTER APPLICATION FORM

Professional BusinessWomen of California
Sacramento Area
November 3, 2004
Sacramento Convention Center

- ☐ Yes, our company would like to be a corporate supporter of the Sacramento Area Conference of the Professional BusinessWomen of California
- ☐ **PREMIER SPONSOR:** Cash contributions valued at \$75,000 or over
- ☐ **PRESENTING SPONSOR:** Cash contributions valued at \$50,000 but less than \$74,999
- ☐ **STRATEGIC SPONSOR:** Cash contributions valued at over \$30,000 but less than \$49,999
- ☐ **PATRON SPONSOR:** Cash contributions valued at over \$20,000 but less than \$29,999
- ☐ **DONOR SPONSOR:** Cash contributions valued at over \$10,000 but less than \$19,999
- ☐ I am enclosing our check # _____
for \$ _____
- ☐ Please contact me to discuss the sponsorship packages in more detail.

COMPANY _____

CONTACT PERSON _____

TITLE _____

TELEPHONE () _____

FAX () _____

EMAIL _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please make checks payable to **PBWC Inc.** and mail to

Ruth Stergiou, Executive Director, PBWC Inc.,
P. O. Box 6657, San Mateo CA 94403.
Telephone: 650-592-9227 Fax 650-592-9154
Email: rstergiou@pdy.com.
www.pbwc.org

YOUNG WOMEN'S PROGRAM SPONSORSHIP APPLICATION FORM

Professional BusinessWomen of California
Sacramento Area
November 3, 2004
Sacramento Convention Center

- ☐ Yes, our company would like to be a corporate supporter of the Young Women's Program of the Sacramento Area Conference of the Professional BusinessWomen of California
- ☐ **CHAMPION SPONSOR:** Cash contributions valued at \$25,000 or over
- ☐ **LEADERSHIP SPONSOR:** Cash contributions valued at \$10,000 but less than \$24,999
- ☐ **CONTRIBUTOR:** Cash contributions valued at \$5,000 but less than \$9,999
- ☐ **SCHOLARSHIP TABLE HOST:** Cash contribution of \$1,500 per table
- ☐ I am enclosing our check # _____
for \$ _____
- ☐ Please contact me to discuss the sponsorship packages in more detail.

COMPANY _____

CONTACT PERSON _____

TITLE _____

TELEPHONE () _____

FAX () _____

EMAIL _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please make checks payable to **PBWC Inc.** and mail to

Ruth Stergiou, Executive Director, PBWC Inc.,
P. O. Box 6657, San Mateo CA 94403.
Telephone: 650-592-9227 Fax 650-592-9154
Email: rstergiou@pdy.com.
www.pbwc.org