

2014 .  
*Influential*  
**WOMEN**  
OF NORTHWEST INDIANA

*Sponsorship & Registration Packet*

**MAY 8<sup>TH</sup> 2014 5:00 pm–8:00 pm**  
**THE AVALON MANOR MERRILLVILLE, IN**

# Influential WOMEN OF NORTHWEST INDIANA

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## EVENT OVERVIEW

*Proceeds to support several women's charities. Go to [nwiwomen.com](http://nwiwomen.com) for a list of charities and capital projects.*

The Influential Women of Northwest Indiana Awards is one night of celebration, fun, and well-deserved recognition for the region's most successful female professionals. This event strives to honor established female leaders and up-and-coming women making a difference in their businesses, industries, and communities in and around Northwest Indiana.

### THE AWARDS:

Professional women from eleven different industry categories are nominated for these awards. Over 400 nominations have been received since our event began. The program's honorees are selected by a committee of Influential Women alumni and business leaders, who have the challenging task of narrowing those nominees to just one winner for "Influential Woman" and "Up-and-Coming Woman" for each of the eleven industry categories. From those eleven winners, one overall winner will be chosen as "The Influential Woman" and "The Up-and-Coming Woman" of the Year! The awards program will also honor an "Empowering Business of the Year" that shows their exemplary work in supporting women in business. All awardees will be recognized and receive an award at the dinner.

### THE EVENT:

This incredible night of recognition and celebration will take place on Thursday, May 8th, 2014 beginning at 5p.m. at the Avalon Manor in Merrillville. The awards program will focus on honoring the nominees and empowering business, productive networking, gourmet dinner presentation, and prestigious award presentation. Many of Northwest Indiana's top business leaders will be in attendance. There are several ways for your business to support and participate. Single tickets are available, but our front-and-center corporate tables will get you closest to the action. Sponsorships also show support for these outstanding women and your commitment as an organization. As a sponsor, you will join the ranks of companies such as the Franciscan Alliance and NIPSCO, who have proudly supported this event since it began.

### THE CAUSE:

From its inception the Influential Women of NWI have been dedicated to giving back and supporting our community through charitable donations to local non-profits. This event has donated over \$40,000 to charities and non-profits that are dedicated to assisting women and children. Each year, several non-profits are selected to receive funding for their ongoing projects within our community.

#### Charities we've supported in the past:

- Housing Opportunities
- The Boys and Girls Club of Northwest Indiana
- Catholic Charities of the Diocese of Gary
- Visiting Nurses Association
- Discoveries Unlimited
- Food Bank of NWI
- Sojourner Truth House
- The Caring Place
- Haven House
- St. Jude House
- Gabriel's Horn
- Spring Valley Shelter
- Lake Area United Way
- United Way of Porter County

### NOT JUST FOR WOMEN:

The Influential Women of Northwest Indiana Awards is not just an event for women. This event celebrates the joint efforts of women and men, working together to improve women's businesses and the community in which we live.

Join us for the Influential Women of NWI event on May 8th, 2014. Tickets, sponsorships, and additional information are available at [www.nwiwomen.com](http://www.nwiwomen.com).

Kind regards,



Andrea M. Pearman

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## SPONSORSHIP PACKAGES

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### PRESENTING SPONSOR - \$15,000

Co-sponsorship of event

Prominent logo recognition on:

- Two advertisements promoting Influential Women of NWI in *Building Indiana*
- Customized event e-invitation and press release
- Signage at event
- Event program
- Event website with hyperlink to organization website
- Opportunity to provide marketing collateral or memento (pre-approved) to all attendees at event
- Opportunity to have a representative from your organization give a two-minute welcome at the event
- Attendee mailing list, post event
- Fifteen tickets to event to Influential Women of NWI event
- Two prime tables at the event with logo displayed
- Presence on the Influential Women of NWI social media pages

### PREMIUM SPONSOR - \$10,000

Logo recognition, including:

- Two advertisements promoting Influential Women of NWI in *Building Indiana*
- Event e-invitation
- Signage at event
- Event program
- Event website with hyperlink to organization website
- Exclusivity of industry
- Ten tickets to Influential Women of NWI event
- One prime table at event with logo displayed
- Presence on the Influential Women of NWI social media pages

### PLAQUE SPONSOR - \$5,000

The twenty-two Influential and Up-and-Coming winners will receive a custom-designed plaque with your logo recognizing your company's sponsorship.

Logo recognition, including:

- Twenty-two plaques for the winners in each category
- Two advertisements promoting Influential Women of NWI in *Building Indiana*
- Signage at event
- Event program
- Event website
- Ten tickets to Influential Women of NWI event
- One prime table at event
- Presence on the Influential Women of NWI social media pages

### GOLD SPONSOR - \$2,500

The company will be recognized as the sponsor for the Influential and Up-and-Coming award category of their choice. Categories are held on a first come, first serve basis. The company will also sponsor nominee tickets for chosen category if needed.

Choose award to sponsor:

- |                                               |                                          |
|-----------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Business             | <input type="checkbox"/> Healthcare      |
| <input type="checkbox"/> Construction         | <input type="checkbox"/> Law             |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Marketing/Media |
| <input type="checkbox"/> Education            | <input type="checkbox"/> Non-Profit      |
| <input type="checkbox"/> Financial            | <input type="checkbox"/> Service/Tourism |
| <input type="checkbox"/> Government           |                                          |

- Logo recognition, including:
- Signage at the event
- Event website
- Event program
- Three tickets to Influential Women of NWI event
- Presence on the Influential Women of NWI social media pages

### SILVER SPONSOR - \$1,000

Logo recognition, including:

- Signage at event
- Event website
- Event program
- Three tickets to Influential Women of NWI event
- One prime table at event with logo displayed
- Presence on the Influential Women of NWI social media pages

### SOCIAL SPONSOR - \$750

Sponsor one centerpiece that will be custom designed with your logo creatively incorporated.

Logo recognition on centerpiece that will be placed on table at event

- Centerpieces will be raffled off at the event, 100% proceeds will benefit women's charities
- One ticket to Influential Women of NWI event
- Presence on the Influential Women of NWI social media pages

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## REGISTRATION FORM

*Proceeds to support several women's charities. Go to  
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Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_

### TICKET PRICES:

☐ SINGLE TICKET \$90 ☐ CORPORATE TABLE \$800

Number of Tickets \_\_\_\_\_

Attendee Name(s)

(Please attach additional sheet for more than 5 tickets)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Attendee Email(s)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*All ticket sales are final. There are no refunds, exchanges, or cancellations on any order.

### SPONSORSHIP PACKAGES

☐ Presenting Sponsor - \$15,000

☐ Premium Sponsor - \$10,000

☐ Plaque Sponsor - \$5,000

☐ Gold Sponsor - \$2,500

☐ Silver Sponsor - \$1,000

☐ Social Sponsor - \$750

### PAYMENT OPTIONS:

☐ BY MAIL

☐ BY FAX: 219-226-0303

Please make checks payable to:

Diversified Marketing Strategies, Inc.  
1330 Arrowhead Ct., Crown Point, IN 46307

☐ INVOICE

Diversified Marketing Strategies, Inc., will email  
an invoice to the email address listed above.

Please include credit card number (Visa/Mastercard)

Card # \_\_\_\_\_

Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Security Code \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_