



WICT Great Texas Chapter 2024 Sponsorship Packages

"Be Fearless" Chapter Sponsor: \$10,000

- Company representative given the opportunity to speak at any 2024 event and/or air a 30-second promotional video.
- Platinum-level sponsor for WICT Greater Texas
- Sponsorship of one person to attend a WICT National virtual educational event (value of \$2000)
- Table (8) Attend any event of your choice within the GTX Chapter (value of \$2000)
- Company branding at three in-person WICT events.
- Five (5) WICT Greater Texas memberships (value of \$1300)
- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications, including social media platforms, flyers, emails, and newsletters.
- Recognition by the Chapter President at the opening and closing of all events.
- Sponsor Recognition in all 2024 events
- Sponsor Recognition on WICT Greater Texas social media to include Instagram, LinkedIn and Facebook (5000+ impressions)
- Mentorship
 - Opportunity for members to be mentored cross-collaboratively with other members within the industry.
- Social Mixer
 - Opportunity to network with 20+ senior leadership members within the industry

"Be a Catalyst" Chapter Sponsor: \$7,500

- Gold level sponsor for WICT Greater Texas
- Table (8) Attend any event of your choice within GTX Chapter (value of \$2000)
- Company branding at three in-person WICT events.
- Three (3) WICT Greater Texas membership
- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications
- Recognition by the Chapter President at the opening and closing of all events.
- Sponsor Recognition in all 2024 events

"Inspire" Chapter Sponsor: \$5,000

- Bronze level sponsor for WICT Greater Texas
- Four (4) attend any event of your choice within GTX Chapter
- Two (2) WICT Greater Texas membership
- Company branding at the three in-person WICT events.
- Logo on WICT Greater Texas Website with link to sponsor's homepage

- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications
- Recognition by Chapter President at the opening and closing of all events

"Connect" Chapter Sponsor: \$3,500

- Silver level sponsor for WICT Greater Texas
- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications

"Communicate" Chapter Sponsor: \$1,000

- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications

Build Your Sponsorship: \$500

- Logo on WICT Greater Texas Website with link to sponsor's homepage
- We are open to any dollar amount donation, and we are happy to work with you to build a package that fits your needs

In-Kind – "Know Yourself"

- Donate any in-kind that can be utilized at any WICT event (in person or virtual)
- The company will be mentioned as the program sponsor at the chosen event/program.
- For example, Printing, book club speakers and/or books, leadership programming

Customized Sponsor:

If the above packages do not fit your organization, we can and will work to customize a package that creates the perfect partnership.

Networking/Mixer Sponsor/Event:

Sometimes, sponsorship comes in the form of supporting a specific event or program. For example, a book club discussion includes an author Q&A and books to share with the audience. Targeted sponsorship includes:

- Company logo placement for sponsored event:
 - Printed materials
 - Website
 - Emails
- Company mentioned as program sponsor at the event.
- Presentation / Speaker moment during Networking / Mixer Event

2024 Programs:

Inspire Mentor – Designed to provide career and personal development, support in achieving goals for the mentor and the mentee, and the foundation of a developmental framework. This year's program runs from March 2024 through January 2025. Meetings between mentors and mentees are expected to be virtual or telephonic until it is safe to meet again.

Dru Strange – Our Dru Strange Memorial Fund was established to honor Dru Strange, a former Showtime Networks, Inc. account executive whose promising career was tragically cut short in an automobile accident on January 30, 1980. She was the daughter of cable pioneer Bill Strange. The fund is administered by Women In Cable Telecommunications Greater Texas Chapter. The fund currently supports scholarships for industry professionals to attend WICT programs and professional development programs within the industry.

WICT Greater Texas Professional Development Scholarships – Each year WICT National provides educational programs for its members. Be a part of a WICT member's professional development and become a target sponsor with a scholarship to one of the following National educational programs:

- **WICT's 2024 Leadership Conference** – September 18, 2024, in New York, NY
- **Executive Development Series (EDS)** is designed to help mid-career professional women build skills critical to effectively delivering results within their organizations, focusing on mastering competencies vital to success at the director and VP level. The two seminars of the series, *Leading with Power and Authenticity* and *Executive Leadership Presence*, may be taken in any order.
 - Executive Leadership Presence – April 12, 2024, in Savannah, GA
- **WICT's Rising Leaders Program (RLP)** is designed for industry professional women at the manager and director level who have demonstrated their potential and desire for leadership and career advancement. Participants participate in leadership analysis and case study work during this intensive immersion program while expanding their cable business acumen. After completing this program, participants will know how to:
 - Leverage key management tools to build and develop high-performance teams.
 - Use advanced tactical and strategic methods to expand organizational impact.
 - Map the landscape, build alliances and become an effective advocate.
 - Assess diverse leadership styles and align team competencies to exceed organizational goals.
 - Create and manage a personalized leadership development plan.
 - **Scheduled April 30, 2024, in Fort Lauderdale, FL and June 11, 2024, in Philadelphia, PA**

Follow WICT Greater Texas on LinkedIn and stay up to date on all programming:

<https://www.linkedin.com/company/wict-greater-texas/>

In-Kind Sponsorship

WICT Greater Texas will offer in-kind sponsorship opportunities at our events yearly. In-kind support can be a service or an item to support a program and silent auction items to support the WICT chapter.

These donations will continue to help our organization grow and develop great leaders. Additionally, you'll benefit from exposing your company's name to those who attend the programs or events. All donations are much appreciated.

Below is an example of some of the in-kind sponsorships needed:

- Printing services
- Photography services
- A/V services
- Leadership development (books, speakers)
- Electronics
- Retail gift cards
- Event tickets
- Autographed items
- Tools
- Uniquely branded items with your company logo