



## WEST Introduction

WEST is a learning community that provides women in the enterprise of science and technology with the inspiration, knowledge, and connections to reach their full potential. WEST encourages women to develop entrepreneurial management thinking, educated risk taking, creative problem solving, and inspirational, supportive leadership for their teams/organizations/businesses. WEST is a community and forum, for early, mid-career, executive, and entrepreneurial women in STEM careers. WEST members are committed to developing themselves as leaders through education, mentorship, networking, and information sharing.

## WEST Community

Our diverse membership represents industries ranging from information technology and biopharmaceuticals to cleantech and environmental sciences. WEST members work in these industries as well as in organizations that support and collaborate with these industries such as professional service firms, financial institutions, and non-profit groups. WEST offers a rich and thriving community that provides support, guidance, and professional development. Members can leverage a broad array of workshops and panels that include advice regarding career advancement, alternate careers options, professional skill building and exposure to entrepreneurial thinking. Through education, mentorship, and engaged networking, we strive to serve our diverse community so our members can achieve their full potential.

## WEST Membership

Membership is an excellent opportunity for members to expand their network, further their professional development and advance their career. Members find support in WEST's unique community network of peer and mentor role models. WEST membership offers a chance for people to meet colleagues and form friendships that enrich professional and personal life. Member benefits include discounts to all WEST programs and events, free attendance at our semi annual networking events, access to WEST's Members Only webpages, WEST event membership directories, priority registration for WEST programs and events, one event for free if membership is renewed without a lapse in membership, and a voucher to bring a non-member guest for free per year to a workshop. An individual membership for one year is \$95, and is often tax deductible. Many employers reimburse membership fees for professional or educational organizations as well as for attending the educational workshops.

## WEST Events

WEST panel discussions and workshops cover issues that are relevant to the career and business issues in the life sciences, biotech, engineering, technology and research. WEST events feature accomplished and prominent speakers, who share their expertise and experiences in a setting that encourages access to these speakers and networking with WEST members. WEST offers many interesting events per year. Some past events include: *Advanced Communication and Presentation Skills, Assertiveness as Active Engagement, Building Your Personal Brand, Career Possibilities: Speed Networking Night Panel Interview, Communication Styles, Difficult Conversations, Effective Networking, Get on Board: Inside The Board of Directors, Herding Cats: Effective Leadership, Influencing Without Authority, Innovative Trends, Job Interviews, Launching Startups, Marketing Your Ideas (And Yourself), More Impact in Less Time, Navigating Change, Negotiate For Success, Networking - Learning the Art of the 'Informational Interview', Overcoming Immunity to Change, Program Management, To MBA or Not MBA, and VC & Angel Investor Panel Discussion.*

WEST (Women Entrepreneurs in Science and Technology)

Cambridge Innovation Center | One Broadway | 14th Floor | Cambridge, MA 02142

P: 617.682.3703 | F: 617.588.1765 | [info@westorg.org](mailto:info@westorg.org) | [www.westorg.org](http://www.westorg.org) | [LinkedIn](#) | [@ScienceWomen](#)

## WEST Signature Events

WEST features quarterly Signature Events. These are Annual Awards Celebrations to showcase women who have demonstrated notable entrepreneurial leadership in science and technology and women who give back to their community as well as senior woman leaders' panel discussions.

## WEST Leadership

WEST has strong leadership among the staff, Board of Directors, and Advisory Board. The Board of Directors is comprised of 13 senior women and men in the community with a wide range of backgrounds and career experiences. There are 17 distinguished women and men on the Advisory Board.

## Corporate Partnership Opportunities Discounted Tickets

### ***Corporate Memberships for Individuals***

Our partners receive memberships for their organization at a discounted rate. For \$1,000, our partner receives 15 WEST memberships. For \$2,500, our partner will receive 45 WEST memberships. For \$5,000, our partner receives 105 WEST memberships.

### ***Corporate Event Ticket Packages***

WEST offers packages where tickets (at discount prices) can be used at different events by different people and are valid for nine months from purchase date. For \$2,500, the partner can use 55 tickets to any WEST regular events. For \$5,000, the partner can use 115 tickets to any WEST regular events.

## Partnerships

### ***Workshop Partnerships***

Event partnerships are great opportunities for our partners to select a (2-3 hour) workshop topic for their company. For \$2,000, WEST provides a workshop speaker or panelists and our partner provides the venue and food. The partner can enroll up to 50 participants and the event is open to the public. For \$2,500, WEST provides speakers and food and our partner provides the venue. The partner can enroll up to 60 participants and the event is open to the public. For \$3,000, WEST provides speakers and our partner provides the venue and food. The partner can enroll up to 70 participants and the event is closed to the public.

### ***Multi-Year Corporate Partnerships***

WEST offers corporate partners the ability for multi-year relationships with an ability to partner in the development of the workshop and program curriculum. Partnerships range from \$15,000 – 50,000 with a menu of available options. WEST is willing to tailor offerings to meet the need of the partner. Please inquiry at [info@westorg.org](mailto:info@westorg.org).

## Sponsorships

### ***Workshop Sponsorships***

Workshop sponsorship is a great way to subsidize events open to the public and receive public recognition. Sponsorship levels range from \$1,000 to 3,000 with a menu of available options. Please inquiry at [info@westorg.org](mailto:info@westorg.org).

### ***Signature Event Sponsorships***

Partners can sponsor our Signature Events, which include Annual Award Celebrations and Executive Women Panel Discussions. Sponsorship is a tremendous means for outreach to the WEST community and demonstrates our partner organization's commitment to women in STEM careers. WEST Sponsors receive numerous benefits, including visibility through web, e-mail and event listings. WEST's weekly newsletter reaches over 5,000 individuals in the local community and WEST events are attended by decision-makers from the life science and technology industries. Sponsorship opportunities range from \$500 to \$5,000 and include introducing speakers, displaying marketing materials, and complementary registrations to the event.

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## 2013 Details on Sponsorship Opportunities

### ***Corporate Memberships for Individuals***

- WEST will present on membership benefits to a group at partner's location and provide flyers
- Partner will get a discount code to distribute
- WEST will track membership redemptions
  - o \$2,500 = 50 memberships (47% discount)
  - o \$5,000 = 105 memberships (50% discount)

### ***Corporate Event Ticket Packages***

- WEST will email upcoming event flyers to partner for distribution
- Tickets can be used at different events by different people
- Tickets are valid for nine months from purchase date
- Partner will get a discount code to distribute
- WEST will track ticket redemptions
- Price reflects a discount on non-member event cost
  - o \$2,500 = 55 tickets to any WEST regular events
  - o \$5,000 = 115 tickets to any WEST regular events

### ***Workshop Partnerships***

- \$2,000
  - o WEST provides workshop speaker or panelists
  - o Partner provides venue and food
  - o Partner can enroll up to 50 participants
  - o Event is open to the public
- \$2,500
  - o WEST provides speaker(s) and food
  - o Partner provides venue
  - o Partner can enroll up to 60 participants
  - o Event is open to the public
- \$3,000
  - o WEST provides speaker(s)
  - o Partner provides venue and food
  - o Partner can enroll up to 70 participants
  - o Event is closed to the public

## **Multi-Year Corporate Partnerships**

### **Platinum Level Corporate Sponsor – \$50,000 per year**

- ✓ Introduce one award recipient at any signature WEST event
- ✓ 25 complimentary tickets for use at any WEST signature events
- ✓ 6 complimentary onsite “Lunch and Learn” professional development workshops or 80 complimentary seats for any scheduled WEST workshops or panel events
- ✓ “Corporate Sponsor” ribbon on name badges of any company attendees
- ✓ Company logo and link on front page of website for sponsorship year
- ✓ Banner placement and acknowledgement at all WEST events (*sponsor supplies banner*)
- ✓ Marketing material table display at all WEST signature events (*sponsor supplies materials*)
- ✓ Priority logo placement and acknowledgement on any printed program
- ✓ Complimentary job posting of 2 jobs a month on WEST’s website

### **Gold Level Corporate Sponsor – \$25,000 per year**

- ✓ 14 complimentary tickets for use at any WEST signature events
- ✓ 3 complimentary onsite “Lunch and Learn” professional development workshops or 40 complimentary seats for any scheduled WEST workshops or panel events
- ✓ “Corporate Sponsor” ribbon on name badges of any company attendees
- ✓ Company logo and link on front page of website for sponsorship year
- ✓ Banner placement and acknowledgement at all WEST events (*sponsor supplies banner*)
- ✓ Marketing material table display at all WEST signature events (*sponsor supplies materials*)
- ✓ Priority logo placement and acknowledgement on any printed program
- ✓ 25% discount on job postings on WEST’s website

### **Silver Level Corporate Sponsor – \$15,000 per year**

- ✓ 10 complimentary tickets for use at any WEST signature events
- ✓ 2 complimentary onsite “Lunch and Learn” professional development workshops or 20 complimentary seats for any scheduled WEST workshops or panel events
- ✓ Company logo and link on front page of website for sponsorship year
- ✓ Acknowledgement at all WEST events
- ✓ Marketing material table display at all WEST signature events (*sponsor supplies materials*)
- ✓ Acknowledgement on any printed program

## ***Workshop Sponsorship***

### ***Executive Level – \$3,000***

- ✓ Participation in planning and organizing event
- ✓ Opportunity to post banner at event
- ✓ Marketing material displayed on table
- ✓ Sponsor web link included in email announcements (to over 4,000 addresses)
- ✓ Sponsor web link included on WEST web site event listing
- ✓ Sponsorship acknowledged at event introduction
- ✓ “Sponsor” designation on name badges of any Company attendees
- ✓ Total of 15 free tickets to event

### ***Director Level – \$2,000***

- ✓ Introduction of program speaker and welcome to WEST attendees
- ✓ Opportunity to post banner at event
- ✓ Priority position of marketing materials display table
- ✓ Sponsor web link included in email announcements (to over 4,000 addresses)
- ✓ Sponsor web link included on WEST web site event listing
- ✓ Sponsorship acknowledged at event introduction
- ✓ “Sponsor” designation on name badges of any Company attendees
- ✓ Total of 10 free tickets to event

### ***Launch Level – \$1,000***

- ✓ Marketing material displayed on table
- ✓ Sponsorship acknowledged at event introduction
- ✓ Sponsor name included on WEST web site event listing
- ✓ “Sponsor” designation on name badges of any Company attendees
- ✓ Total of 5 free ticket to event

### *Signature Event Sponsorship*

Level	Diamond	Platinum	Gold	Silver	Bronze	Friend
Amount	\$5000	\$4000	\$3000	\$2000	\$1000	\$500
Introduction of speaker						
Opportunity to post banner at event						
Marketing material displayed on table						
Organization name and web link on WEST web site for one year						
"Sponsor" ribbon on name badges of any Company attendees						
Organization name on all WEST pre-event email announcements (over 5,000 addresses)						
Sponsorship acknowledged at event introduction						
Sponsorship and level recognized in printed program at event						
Organization name included on WEST web site event listing						
Complementary registrations to event	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>1</b>

Sponsors who contribute \$8,000 during our fiscal year (July-June) will have their company logo with a link to their website on the front page of our website and company employees will be able sign up for WEST events at the member price for the sponsorship year.