



## 2022 Symposium Corporate Sponsorship Opportunities

The **Women for OSU Symposium** is a highly anticipated tradition that inspires and engages attendees each year. Women for OSU envisions a culture of giving and service that acknowledges the significant impact women have at OSU and inspires others to positively shape the future of the university through philanthropy and engagement.

The Symposium is a unique opportunity to gather in Stillwater, gain valuable knowledge about philanthropic decision-making and leadership and hear from a nationally celebrated keynote speaker. Women for OSU celebrates members of the Oklahoma State family who display leadership in philanthropy by naming the Philanthropist of the Year, awarding scholarships to outstanding OSU students and supporting worthwhile projects on campus through the Partnering to Impact grants. The Symposium recently added a virtual option so more members of the Cowboy family could participate. Each year draws at least 500 in-person attendees and our first virtual audiences included nearly 2,000 viewers.

Since its inception, Women for OSU has created its own brand equity and is a regular presence among the OSU Foundation's social media channels. With more than 80 posts curated for our various channels, last year's Women for OSU social media campaign reached more than 209,600 people and earned 8,196 engagements.

Women for OSU has several corporate sponsorship options to support the 2022 Symposium.

### *Keynote Sponsor* \$50,000

#### BENEFITS

- Recognized as presenting sponsor of the Symposium with the opportunity to provide a small, branded gift to guests; plus recognition with name and logo as the lead reception sponsor on signage
- Opportunity to offer a brief welcome message at the Symposium
- Invitation for sponsor and Symposium guests to attend the Sponsor Reception
- Prominent recognition in the Symposium printed program and slideshow during the event, plus a special welcome/introduction of sponsor from the podium at the event, along with other sponsors, as applicable
- A Women for OSU ad will run in an upcoming issue of STATE magazine thanking sponsors; company will be recognized prominently with name and logo (readership of approximately 90,000 per issue of the magazine)
- Recognition with name and logo in spring 2022 Oklahoma newspaper ads to thank top Symposium sponsors and recognize the Philanthropist of the Year
- Recognition in fall 2022 Women for OSU newsletter thanking Symposium sponsors and recapping the event with photos, etc. (mailed to approximately 12,000 households)
- Recognition with name and logo on the Women for OSU website, located at OSUgiving.com/Women, from the effective date of gift through December 2022
- Two full tables at the Symposium and luncheon
- 8 VIP reserved parking permits

*(Value of Benefits is \$1,500; \$48,500 is a tax-deductible gift)*

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## Lunch Sponsor \$25,000

### BENEFITS

- Invitation for sponsor and Symposium guests to attend the Sponsor Reception
  - Recognition in Women for OSU newsletter
  - Mention in STATE magazine and other ads
  - Name on all promotional and program information
  - Two full tables at the Symposium and luncheon
  - 4 VIP reserved parking permits
  - Listing on Women for OSU website
  - Opportunity to offer a brief welcome message at the Sponsor Reception
- (Value of Benefits is \$1,500; \$23,500 is a tax-deductible gift)*

## Reception Sponsor \$15,000

### BENEFITS

- Invitation for sponsor and Symposium guests to attend the Sponsor Reception
- Recognition in Women for OSU newsletter
- Mention in STATE magazine and other ads
- Name on all promotional and program information
- One full table at the Symposium and luncheon
- 4 VIP reserved parking permits
- Listing on Women for OSU website
- Opportunity to offer a brief welcome message at the Sponsor Reception

*(Value of Benefits is \$750; \$14,250 is a tax-deductible gift)*

## Virtual Sponsor \$10,000

### BENEFITS

- Invitation for sponsor and Symposium guests to attend the Sponsor Reception
- Recognition in Women for OSU newsletter
- Mention in STATE magazine and other ads
- Name on all promotional and program information
- One full table at the Symposium and luncheon
- 2 VIP reserved parking permits
- Listing on Women for OSU website

*(Value of Benefits is \$750; \$9,250 is a tax-deductible gift)*

## Questions? Please contact:

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**Customizable options for your corporate sponsorship are also available!**