2016 Corporate Partnership Proposal
The Chattanooga Women’s Leadership Institute is pleased to offer an outstanding and valuable Corporate Partnership opportunity. CWLI’s Mission is to increase the leadership capabilities and influence of women in the Chattanooga community. Through a variety of networking, training and educational programs, CWLI provides women with networks and skills that enable them to progress to leadership positions.

Detailed in this packet are CWLI programs such as:

- **Impact** – CWLI’s annual leadership address to the community
- Women Mentoring Women Series
- Quarterly Leadership Luncheons
- Finance in the Boardroom Series
- Personal Financial Empowerment Series
- Leadership Studies
- Women Impacting Policy Initiative
- Monthly Networking

CWLI is excited to announce bestselling author and TV journalist Mika Brzezinski as the keynote speaker for **Impact**, CWLI’s annual leadership dinner, scheduled for February 18, 2016.

With strong membership growth over the past two years, sought-after programs and an increase in visibility in the community, the Chattanooga Women’s Leadership Institute is poised to become the “Go To” organization for women’s leadership development in Chattanooga. Strong corporate partnerships are an important part of this initiative. CWLI benefits from your support and our corporate partners will benefit from the association with an organization that is on the move and whose goal is to grow the leadership capabilities of its female employees.

We would be proud to be associated with your organization and hope that you share our excitement about the future for women leaders in Chattanooga.

Best regards,

Mical Traynor
Executive Director
Chattanooga Women’s Leadership Institute
director@cwli.org

Julie Brandao
Chair: 2016 **Impact** Leadership Dinner
jbrandao@bbandt.com
**CWLI Mission:**
To increase the leadership capabilities and influence of women in the Chattanooga community.

**CWLI Vision Statement:**
Contribute to the growth and stability of the Chattanooga business and civic community through the broad range of women’s talents and perspectives.

**About CWLI:**
The Chattanooga Women's Leadership Institute (CWLI) is instilled with its seven founders' belief that women bring a broad range of talents and perspectives to our community, which will contribute to its growth and stability. Since 1998, CWLI has instituted a wide range of outreach programs for women in all walks of life, in order to cultivate fertile ground for:

- Identifying women leaders who would assist in the development of other potential leaders
- Providing women with skills and appropriate opportunities to assume leadership roles
- Increasing the number of women in leadership roles within the community

CWLI has grown into a non-profit, non-partisan 501 (c) (3) membership organization actively pursuing quality programs, educational opportunities and leadership development in areas of politics, community service, business, entrepreneurship and the arts. Now, more than ever, CWLI can attest to the value of developing strategies to position capable women to assume positions of leadership where they contribute fully to shaping Chattanooga's future.
Annual Event – An Overview

For the past 10 years, CWLI has hosted notable female leaders including activist Gloria Steinem; FDIC Chairman Sheila Bair; Canadian Prime Minister Kim Campbell; the first female Chief of the Cherokee Nation, Wilma Mankiller; Stacy Allison, the first American woman to summit Mt. Everest; Dr. Mae Jemison, the first African American women in space; Emmy award-winning journalist Connie Chung; and HGTV-Co-Founder, Susan Packard.

In 2016, CWLI will welcome Mika Brzezinski, “Morning Joe” co-host, journalist and best-selling author as keynote speaker for the 11th annual IMPACT Leadership Dinner. The event will take place on Thursday, Feb. 18 at the Chattanooga Convention Center.

Ms. Brzezinski began her journalism career in 1991 as a general assignment reporter in Harford, Connecticut. She joined CBS News in 1997 as the anchor of “Up to the Minute,” but took a short hiatus in 2000 to co-host MSNBC’s weekday afternoon program “HomePage.” In September 2001 she returned to CBS to become their principal ground zero reporter on the 9/11 terrorist attacks.

Prior to joining MSNBC in 2007, Ms. Brzezinski was an anchor of the “CBS Evening News Weekend Edition” and frequent contributor to “CBS Sunday Morning” and “60 Minutes.” She currently co-hosts MSNBC’s weekday morning broadcast “Morning Joe,” with former Republican representative Joe Scarborough. The pair spends each weekday debating the headlines of the day with a roundtable of political insiders, journalists and newsmakers.

In addition to a successful career in journalism, Brzezinski is the author of four best-selling books. Her New York Times bestseller “All Things At Once,” offers an honest look at professional setbacks and shares a pragmatic approach to achieving a work-life balance. Her second and fourth books, “Knowing Your Value: Women, Money and Getting What You're Worth” and “Grow Your Value: Living and Working to Your Full Potential,” tackle perceptions of value and how successful women today have achieved their deserved recognition and financial worth in the workplace. Brzezinski also wrote “Obsessed: America’s Food Addiction and My Own,” which describes her history of food obsession, distorted body image and her lifelong struggle to be thin.
What types of initiatives will be supported by a Corporate Partnership with CWLI?

**Leadership Luncheon Series** – Held four times a year, this series features community business, civic and political leaders presenting information relating to business and leadership. Topics discussed are timely, wide ranging and provocative.

**Leadership Studies Series** – A members-only book study using leadership topics to focus discussion and learning.

**Women Know: Finance** – A two part series of multiple lunch ‘n learn seminars that provide women the financial know-how to grow as leaders in the boardroom, in their professional lives and in their personal lives.
**Women Mentoring Women** – An eight-session program designed to develop mentoring skills in emerging women leaders so they may mentor and provide leadership for other women.

**Networking** – Regular informal opportunities to network with women leaders in engaging settings around Chattanooga.

**Women Impacting Policy** – The non-partisan WIP Committee enhances women’s understanding of being politically active, encourages women to run for political office, and creates a heightened status for CWLI by utilizing political clout on behalf of women in the community.
BOARD OF DIRECTORS 2015

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*denotes member-at-large
Corporate Partnership with CWLI and sponsorship of the Annual *impact* event provides you with the opportunity to become directly involved with the premier women’s leadership organization in Chattanooga.

If you have questions, or need additional information, please contact Mical Traynor at 423.394.8173, or email director@cwli.org.
Full Corporate Partner $25,000

- Logo displayed on CWLI website as **2016 Annual Corporate Partner**
- Corporate Partner Benefits
  - Eight Regular Memberships in CWLI
  - Tuition for four in CWLI educational offerings
- Listing as the **Impact** Presenting Sponsor on **all pre-event and event**
  - press releases
  - advertising
  - web promotion
  - signage
  - social media where applicable
- Logo inclusion as CWLI Corporate Partner on **all event and future web and Eblast publicity for the remainder of 2016 including:**
  - Annual Meeting
  - 4 Leadership Luncheons
  - 11 Networking Events
  - All Educational Series
- **Impact** dinner event tickets for 16 (2 tables) with priority seating
- **Impact** Hospitality Package that includes VIP Reception tickets, Parking Passes and Drink Tickets for 16 guests

Platinum Corporate Partner $15,000

- Corporate Partner Benefits
  - Four Regular Memberships in CWLI
  - Tuition for two in CWLI educational offerings
- Listing as the **Impact** Platinum Sponsor on **all pre-event and event**
  - press releases
  - advertising
  - web promotion
  - signage
  - social media where applicable
- Logo inclusion as CWLI Corporate Partner at **4 Quarterly Leadership Luncheons**
- **Impact** dinner event tickets for 8 (1 table) with priority seating
- Hospitality Package that includes VIP Reception tickets, Parking Passes and Drink Tickets for 8 guests

Diamond Corporate Partner $10,000

- Corporate Partner Benefits
  - Two Regular Memberships in CWLI
  - Tuition for two in CWLI educational offerings
- Listing as the **Impact** Diamond Sponsor on **all pre-event and event**
  - press releases
  - advertising
  - web promotion
  - signage
  - social media where applicable
- **Impact** dinner event tickets for 8 (1 table) with priority seating
- **Impact** Hospitality Package that includes VIP Reception tickets, Parking Passes and Drink Tickets for 8 guests
Gold Corporate Partner $7,500

- Corporate Partner Benefits
  - Two Regular Memberships in CWLI
- Listing/logo as **Impact** Gold Sponsor on all **pre-event and event**
  - printing
  - web promotion
  - signage
  - social media where applicable
- **Impact** dinner event tickets for 8 (1 table) with priority seating
- **Impact** Hospitality Package that includes VIP Reception tickets, Parking Passes and Drink Tickets for 8 guests

Silver Corporate Partner $5,000

- Corporate Partner Benefit
  - Two Regular Memberships in the Chattanooga Women’s Leadership Institute
- Company name inclusion for **Impact**
  - web and blast email publicity
  - event logo display
  - listing in event program
- **Impact** dinner event tickets for 8 (1 table) with priority seating
- **Impact** Hospitality Package that includes 2 VIP Reception tickets, Parking Passes and Drink Tickets for 8 guests

Bronze Corporate Partner $2,500

- Corporate Partner Benefit
  - One Regular Memberships in the Chattanooga Women’s Leadership Institute
- Company name inclusion for **Impact**
  - web and blast email publicity
  - event logo display
  - listing in event program
- **Impact** dinner event tickets for 8 (1 table) with priority seating
- **Impact** Hospitality Package that includes 2 VIP Reception tickets, Parking Passes and Drink Tickets for 8 guests

Impact Table Host $1,200

- **Impact** dinner event tickets for 8 (1 table)
- Priority seating at **Impact** dinner
- Listing in event program
Yes, I want to be a CWLI Corporate Partner!

Company Name: ____________________________________________

Contact Person: __________________________________________

Address: _________________________________________________

City: ___________________________ State: _______ Zip: __________

Phone: ______________ Email: ______________________________

Signature of Representative: __________________________________

**Sponsorship Level:**
- [ ] Full Corporate Partner - $25,000
- [ ] Platinum Corporate Partner - $15,000
- [ ] Diamond Corporate Partner - $10,000
- [ ] Gold Corporate Partner - $7,500
- [ ] Silver Corporate Partner - $5,000
- [ ] Bronze Corporate Partner - $2,500
- [ ] Table Host - $1,200

☐ I have enclosed payment. (please make check payable to CWLI and mail to address listed below)

☐ Please send an invoice to the contact listed above

Please return this form and/or payment to:

CWLI
PO Box 4363
Chattanooga, TN 37405

If requesting an invoice, you may email this information to director@cwli.org.

Note—if you cannot be a sponsor this year, please consider becoming a $1,200 Table Host, which includes a table for eight, priority seating and a listing in the event program. Questions? Contact Mical Traynor, Executive Director at 423-394-8173 or director@cwli.org.