



**3rd Annual ATHENA of the Triangle
Women's Leadership Luncheon**
Pay it Forward

September 27, 2018
Prestonwood Country Club
Cary, NC

Sponsor Opportunities



A T H E N A
— of the TRIANGLE —

About ATHENA of the Triangle

ATHENA of the Triangle <http://athenatriangle.org>, a non-profit organization, was founded in 2013 by Carrie Peele of Mako Documents, Linda Craft of Linda Craft Realty, Cathy Hunt of Gailor Hunt Law Firm, and Beth Hallowell of PNC Bank, governed by a local 8-member Board of Directors, and is a Regional affiliate of ATHENA International.

ATHENA of the Triangle inspires and supports established and emerging women leaders.

We do this by assisting women leaders in achieving their highest potential.

About the Women's Leadership Luncheon

The ATHENA of the Triangle's Leadership Luncheon connects emerging and established women leaders and fosters mentoring and coaching opportunities.

By providing a forum to share experiences and build connections through a facilitated conversation about leadership development women in business honor and celebrate other women leaders in the community. [Pay it Forward AGENDA](#)

Now in its third year, the Leadership Luncheon will be held on September 27, 2018 at the Prestonwood Country Club in Cary and is expected to have over 200 attendees.

Event Registration: <https://athenatriangleevents.org/>



Wonderful! Can't wait for next years
Well organized, short, sweet, and relevant

Thank you for facilitating such a
powerful and fun event



The small group discussion format was great

Worth the time away from work to be able to share
ideas in an organized but relaxed environment

Felt empowered by all of the amazing women in
the room and the values discussed



"Because we believe that leadership is not about job titles, but is a way of engaging, supporting and being. Leadership empowers others, grows through constant learning, shows it's best self when it shows up as authentic, is courageous and innovative and bold. These are the things we focused on as we shared experiences and learned from each other."

- ATHENA of the Triangle Executive Director Tiamesha Walker-Smith

Your support will help to connect a diverse range of women leaders across the Triangle area from academia, government, corporate organizations, start-ups, consulting firms and small business owners.

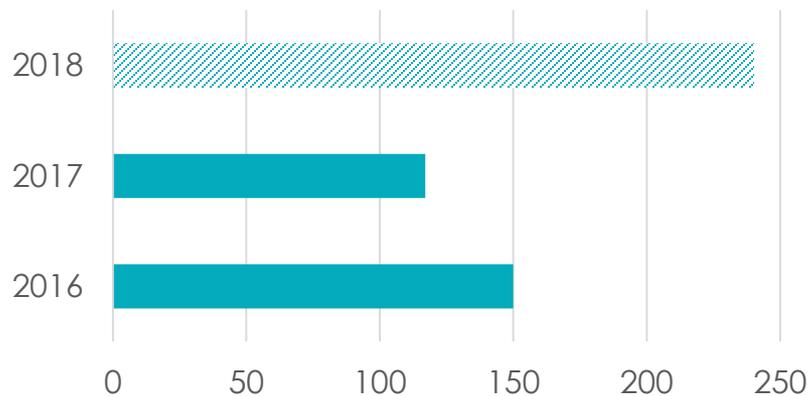


"The luncheon was a great opportunity to get together with other women and spend time networking and developing relationships and tips to utilize in our personal and professional lives"

"My first time participating. Excellent opportunity to learn and interact with other women in various professions"

ATHENA Community and Attendees

Attendee Totals



■ Business Owner

■ 20-35 ■ 36-50 ■ 50

■ Corporate Leader

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The ATHENA of the Triangle Board of Directors invites your participation as a Leadership Luncheon sponsor. Financial and logistical support from sponsors is crucial to the successful delivery of an outstanding Leadership program that is topical to a wide-ranging audience.

Sponsorship Opportunities and Benefits

A number of different sponsorship opportunities, designed to fit a variety of budgets, are available and range from \$125 to \$1,500.

Sponsorship benefits include recognition on the conference website, signage, program and social media posts, as well as complimentary event registration. If your goal is marketing, public relations or community giving, or a combination, our sponsorship packages provide options.

- Engage with leaders from across the triangle area
- Be an active contributor to support emerging and established women leaders.
- Align your brand with a nationally recognized women's leadership organization.
- Reach your target audience through multiple marketing and promotional opportunities.
- Take advantage of the AoT Leadership Luncheon's dynamic marketing efforts.
- Promote your company, products & brand to a targeted audience
- Demonstrate your company's dedication to promoting leadership & diversity
- Meet motivated & talented women leaders for possible recruitment
- Help promote women's leadership in the triangle area & give back to the community

In addition to the sponsor levels listed above, we also give away door prizes for attendees (books, gift cards, swag, etc.). Any donations of items are welcome.

Learn more at: <https://athenatriangleevents.org/>



2018 Women's Leadership Luncheon

	SPONSORSHIP LEVELS				
SPONSORSHIP BENEFITS	FIERCE ADVOCATE \$1,500	COURAGEOUS ACTS \$750	BUILDING RELATIONSHIPS \$500	GIVING BACK \$250	AUTHENTIC SELF/VENDOR \$125
ANNUAL BENEFITS					
Company Logo and Website Linked to ATHENA of the Triangle Website	•	•			
Logo on All Event Banners	•	•			
Strengthened Connections and Visibility within Women Leaders Community	•	•	•	•	•
POWERLINK EVENT SPECIFIC BENEFITS					
# of Complimentary Event Tickets	8	4	2	1	1
Logo of Company linked to ATHENA of the Triangle Event Webpage	•	•			
Name listed on Event Webpage			•	•	
Social Media Promotion	•	•	•	•	
Press Releases and Email Blasts	•	•			
EVENT ON-SITE RECOGNITION & BENEFITS					
Access to Attendee List	•				
Recognition from the Podium	•				
1/4 Page Ad in Program	•				
Logo Inclusion in Program	•	•	•		
Attendee Giveaways at Events	•				
Business Cards on Tables at Events	•	•	•		
Tabletop Display	•	•			•

ATHENA of the Triangle is registered with the IRS as a 501(c)(3) tax-deductible nonprofit charity. Your sponsorship contribution to AoT is tax deductible [less \$47.50 per attendee event ticket]. Sponsors will receive a letter confirming their charitable donation after the conclusion of the event.



Sponsor Payment Information

Information

Company _____

Individual _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

Sponsorship Levels

- FIERCE ADVOCATE \$1,500
- COURAGEOUS ACTS \$750
- BUILDING RELATIONSHIPS \$500
- GIVE BACK \$250
- AUTHENTIC SELF VENDOR \$125
- I am unable to participate, but please accept a donation in the amount of \$ _____ towards the ATHENA of the Triangle organization

Payment

Online Payment: <https://athenatriangleevents.org/>

<input type="checkbox"/> Check # _____	<input type="checkbox"/> Credit Card # _____
Payable to: <i>ATHENA of the Triangle</i>	Sec # _____
Mail to: 9509 Sauls Road	Exp Date _____
Raleigh NC 27603	Amount \$ _____
Signature _____	

By signing, I verify that the information submitted is correct and free of any errors or omissions.

Mission

ATHENA of the Triangle inspires and supports established and emerging women leaders.

Vision

We do this by assisting women leaders in achieving their highest potential.



Values

ATHENA Leadership Model®



Strategic Direction & Priorities

Program Expansion

Program Quality and Valuable Impact

DELIVER

Provide responsive, quality programs that add value for our communities, partners, and sponsors.

EVALUATE

Demonstrate measurable value & achieve positive satisfaction with women engaging in AoT programs.

EXPAND

Expand offerings to broaden engagement and enhance program effectiveness to deepen impact.

Resource Development

Economic Stability and Financial Stewardship

GENERATE FUNDS

Establish a long-term and sustainable funding model that considers a diversified array of financing options for AoT to deliver on its mission.

USE FUNDS RESPONSIBLY

Effectively secure and deploy financial resources.

Operational Effectiveness and Organizational Excellence

PROCESS

Streamline internal processes, procedures and organizational structures to enhance the efficiency, effectiveness, and resource capacity.

PEOPLE

Effectively deploy resources to maximize growth and meet current and future capacity needs.

Community Penetration

Community Connectedness and Satisfaction

SPREAD WORD SHARE

Elevate AoT's purpose, value, and differentiators and raise awareness of program offerings.

IGNITE ACTION INFLUENCE

Advance AoT's mission through participation growth and engagement.