



Women's World Banking

## MAKING FINANCE WORK FOR WOMEN

Berlin • November 11-12, 2015

*Women's World Banking brings convening power to conferences and events around the globe. Leveraging our network of 38 financial institutions in 27 countries, knowledge sharing on women's financial inclusion becomes truly global in scope.*

### BACKGROUND

As the current President of the G7, Chancellor Angela Merkel has made women's economic empowerment a cornerstone of her policy framework for this year's G7 agenda. Given that focus, the German government asked Women's World Banking to hold our biennial *Making Finance Work For Women Summit* in association with Germany's own G7 event on women's economic empowerment. With the heightened profile provided by the G7 platform, there is tremendous opportunity to galvanize stakeholders to take the necessary steps to close the gender gap in financial inclusion.

### BERLIN 2015

The Women's World Banking event will focus specifically on women's financial inclusion and how it relates, not only to women's economic opportunity, but also to macroeconomic growth more generally. The Summit will bring our 34 member financial institutions together with investors, philanthropists, the private sector, and policymakers to share best practices and discuss innovative ways to serve the women's market for financial services. The Summit will feature global leaders from a variety of sectors discussing new approaches to serving the women's market. This unique event will drive attendees to better understand the market opportunity that making finance work for women presents.

### SPONSORSHIP

Sponsoring the *Making Finance Work for Women Summit* demonstrates your organization's commitment to women and economic empowerment and offers access and exposure to Women's World Banking's global network. Sponsorship opportunities are available at a variety of levels. Please contact Vivian Santora, Chief Development Officer ([vs@womensworldbanking.org](mailto:vs@womensworldbanking.org)), for more information.

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## General Partnership Opportunities

|  | SUPPORTER   | PATRON      | PRINCIPAL OR MEDIA SPONSOR | LEADER                              | CHAIR AND PRESENTING SPONSOR                                 |
|--|-------------|-------------|----------------------------|-------------------------------------|--|
|  | \$10,000    | \$25,000    | \$50,000                   | \$75,000                            | \$100,000  |
| <b>MEDIA AND EXPOSURE</b>  |             |             |                            |                                     |  |
| Industry Exclusivity   |             |             |                            |                                     | •  |
| Recognition and logo on all event invitation and publicity materials   | •           | •           | •                          | •                                   | •  |
| Organization name/logo featured on Women's World Banking website with hyperlink to corporate site  |             | •           | •                          | •                                   | •  |
| Interview or blog entry about issue close to organization's agenda   |             |             |                            | 1 entry                             | 2 interviews/entries   |
| Opportunity to be part of pre- and post-conference press releases  |             |             | •                          | •                                   | •  |
| Organization name/logo listed with hyperlink on Women's World Banking website and blog   |             | •           | •                          | •                                   | •  |
| Recognition in Women's World Banking Annual Report   | listing     | listing     | listing                    | textbox                             | dedicated textbox  |
| <b>EVENT BENEFITS</b>  |             |             |                            |                                     |  |
| Speaking opportunity   |             |             |                            | Panel                               | Keynote  |
| Conference Tickets   | 3           | 5           | 8                          | 10                                  | 10<br>(Interchangeable)                                      |
| Logo prominently displayed at event<br><i>Logo size determined by sponsorship level</i>  | •           | •           | •                          | •                                   | •  |
| Opportunity to develop content and strategy for panel  |             |             |                            |                                     | •  |
| Opportunity to co-brand one of the following:<br>conference lanyards, USBs, nametags   |             |             |                            |                                     | •  |
| Exhibition tables during 2-day conference  | Half/Shared | Half/Shared | Full                       | Full                                | Full, Prime location   |
| Promotional materials distributed at conference  |             |             |                            | •                                   | •  |
| <b>ADDITIONAL BENEFITS: CHOOSE 1 OF THE FOLLOWING OPTIONS<br/>(Principal and above)</b>  |             |             |                            |                                     |  |
| Option A: Sponsor an event (Acknowledgement as event sponsor in materials)   | N/A         | N/A         | Coffee break<br>(30 mins)  | Breakfast or Lunch session (1 hour) | Evening reception (2 hours)<br>includes speaking opportunity |
| Option B: Sponsor Practitioner Scholarships (Hotel, flight, and registration as well as opportunity to interview scholarship recipients) |             |             | 2                          | 3                                   | 4  |