

*Woman*UP![®]

Sponsorship Program

2025



Becoming a Sponsor

Becoming a Sponsor of WomanUP!® is more than broadcasting your logo to attendees on an agenda, website, or slide shared at a virtual or live event. **We are a year-long Movement serving and supporting our members every single month.** Our Sponsors help us inspire women in the real estate industry to rise UP through collaboration, education, connection, and sharing stories.

Over the last 9 years, we have seen and heard about:

- REALTORS® earning their brokerage license with standing ovations
- Sponsors developing new products based on conversations with attendees
- Sponsors forming collaborations and building their businesses together
- Women opening new businesses after identifying a need in the room
- Referral partnerships forming and connections growing across the nation
- Women in leadership confidently sharing their stories on stages across the globe

Yes! All of this was a direct result of the action-focused, collaborative atmosphere at WomanUP!® - both online and off. We have created a truly unique experience and space in this industry.

We know these to be true:

- Our community is always seeking actionable steps to take their business to the next level
- Our community craves both virtual and in-person opportunities to get together
- Your target demographic is our incredible WomanUP!® community
- We can work together to create change in our industry

Moving forward and into the possibilities of 2025...



Online Vision:

We will continue to host the WomanUP!® LIVE Show at least once per month via Zoom. These will be a mix of the formats that you have come to know and love including Shine a Light on Her interviews, Coffee + Conversations with Leslie, and Wisdom Sessions.

In-Person Vision:

Our priority for 2025 is bringing the WomanUP!® community together at our National Conference on June 11th in Pasadena. We heard your feedback and are directing resources to make the event more inclusive and more affordable. In addition, we look forward to seeing you at industry events including Inman in New York and San Diego as well as a few industry partner conferences. We are excited to connect with the community at these events.

If you host an event, we would love to talk with you about bringing a WomanUP!® Keynote and/or breakOUT sessions to your event.

Sponsorship Levels

Benefits:	Platinum \$20K	Diamond \$15000	Gold \$7500	Silver \$5000	StartUP/ Affiliate \$2500	Local Association \$1500	Vendor \$1500
Actual Sponsors					1		
Comp tickets must be assigned by May 2nd	10	5	2	1	1	2	
Year Long Partnership Opportunities							
Promoted during our Monthly WomanUP!® Live Shows	✓						
Sponsor thank you in emails to the community	✓	✓	✓	✓	✓	✓	
Interview During a WomanUP!® Live Show	✓	✓	✓				
Company Logo On WomanUP! Website	✓	✓	✓	✓	✓	✓	
Social Media Promotion - guaranteed # of posts <i>Access to promote events, share leadership stories, etc.</i>	6	4	2	1	1		
National Conference Promotion + Opportunities:							
Company Logo in up to 10 C.A.R. All Member WomanUP!® eBlasts (185K+ members)	✓	✓	name listed	name listed	name listed		
Company Logo On Event Banners	✓	✓	✓	✓	✓		
Company Logo In Program - Digital Guide	✓	✓	✓	✓	✓	✓	✓
Company Acknowledged From Stage	✓	✓	✓	✓	✓		
Company Name & Logo Displayed In Event Slide Show	✓	✓	✓	✓	✓	✓	✓
Company Logo on Badge	✓	✓	✓				
Reserved Table for your guests	✓						
Vendor Table in foyer to display information	Priority Placement	✓	✓	✓	Shared	Shared	Shared
Option to create experiences that represent your brand values! <i>ie. Fireside Chat w/ Leadership, Professional Photography, Host WaveMaker + Speaker Dinner</i>	✓	✓	✓				
* StartUp Level is for companies in business fewer than 3 years							

Important Dates

WomanUP!® will be hosting representing, or participating in several events this year. We look forward to seeing you "on the road"!

January 22 - 24
Inman Connect
New York

April 29 - May 2
C.A.R. Legislative Day Events
Sacramento, CA

June 11
National WomanUP!® Conference
Westin Pasadena
Pasadena, CA

July 30 - August 1
Inman Connect
San Diego, CA

September 15-18
REImagine! Annual Convention
San Diego, CA



Additional Exposure Opportunities:

- Share Your Story Initiative (Q1 Focus)
- Shine a Light on Her Campaign (March)
- WomanUP!® Podcast (all year long)
- Highlight Your Leaders on the WomanUP!® Blog (all year long)

Important Links

Ready to plug in and get involved with the WomanUP!® Community?

WomanUP!® Monthly Live Show

Join us monthly for a show packed with UPdates on the industry, highlights of wave-making moments in our community, and interviews with powerful leaders making those waves.

iamWomanUP.com/live

Coffee & Conversations w/ Leslie

These are conversations between Leslie Appleton Young and her chosen guest. As soon as she has one scheduled, you'll find the dates here: iamWomanUP.com/coffee-leslie

Wisdom Sessions

These will be hosted virtually and on a quarterly basis. As soon as she has one scheduled, you will find the dates listed on our event page: iamWomanUP.com/wisdomseries

Facebook Group

We encourage you to post value-packed articles, invite the community to industry-wide events, share your podcasts, and engage with the community every single day!

facebook.com/groups/carWomanUP

Instagram

Stay in touch with us on Instagram! We celebrate the wave-making moments in the industry, honor women who have gone before us and share details on UPcoming events each week.

instagram.com/WomanUPofficial

WaveMakers

WaveMakers are our strongest champions, our dearest advocates, the ripple creators, and the buzz builders. They are powerful and dedicated women across the country who represent WomanUP!®, work to make a difference daily, and are ready to share their perspectives with you! iamWomanUP.com/our-wavemakers

Shine A Light On Her

Want to shine a light on one of your clients or business partners or inspire them to share a tribute to a woman in their world? iamWomanUP.com/shinealight

Share Your Story

Do you or one of your connections have a leadership story that will inspire others to step into their bold, brave potential to start their own business? Encourage them to fill out the form here: iamWomanUP.com/shareyourstory

Learn more about these and other programs here:

iamwomanup.com/info

WomanUP![®]

For questions, contact:

womanup@car.org

Sara Sutachan
saras@car.org
(213) 739 8224

Melanie McShane
melaniem@car.org
(213) 739 8290