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## Sponsorship Package

2010

### **Objective**

To secure funding through sponsorship with Chicago based organizations that support diversity initiatives that promote the advancement, recruitment and retention of women within organizations.

### **Background**

Women Investment Professionals (WIP) began as a small, loosely knit group of about 15 women who were investment professionals on the institutional side of the business founded in 1996. Today, WIP Chicago is a non-profit organization that provides a forum for networking and professional development for women in the institutional investment community. WIP achieves this objective through a variety of activities, including quarterly events, committee involvement, philanthropic initiatives, its website and newsletter. WIP provides members access to information on job opportunities within the industry by posting positions on its website.

In September 2007, Women In Pensions changed the name of the organization to Women Investment Professionals (WIP) to better reflect the needs of the membership and the changing institutional investment landscape.

WIP currently has 120 members across various organizations and ranks representing investment managers, consultants, public and corporate plan sponsors, endowment and foundation fund sponsors, accountants, and attorneys.

### **Mission**

Women Investment Professionals (WIP) is a professional women's organization that supports women in the institutional investment community. We accomplish this by providing networking, professional and personal development opportunities, and education programs to our diverse membership. Our core values are integrity and collaboration.

### **Strategic Goals**

- Promote professional networking and career development opportunities through our effective programs, depth and breadth of membership, and extensive relationships in the investment community
- Foster personal development through opportunities in leadership, mentoring, education, and philanthropy for women across varying investment professions and



experience levels

- Provide high caliber education programs and access to pertinent resources to women in the investment industry

### **WIP Programs**

WIP has initiated several enhanced programming and development initiatives.

#### ***Membership.***

WIP is working to expand our membership base to capture increased representation from women across the financial services industry including consulting firms, plan/fund sponsors, and service providers. Increasing the membership of the organization is important to the ongoing vitality of the organization and translates into a stronger foundation for the future.

Our membership base falls into three demographics: older, more seasoned members; experienced women in their thirties and early forties; and younger women just breaking into the business. The diverse experience ranges of our membership base are a key feature of the organization.

WIP offers our members access to our Job Postings module with opportunities for financial professionals within Chicago and surrounding areas.

We would like to expand the reach of our organization nationally through partnership with other already established groups (FWA, etc.) and by tapping into women within the industry in other locations to deepen our membership pool and increase networking opportunities for our members.

#### ***Enhanced and Expanded Events.***

Over the last several years WIP has been able to improve the caliber of its events through the excellent network and connections of its Board members as well as through event sponsorships.

Historically, WIP has adopted an annual calendar model with quarterly events on the following topics: Economic Update (Q1), Education (Q2), Networking (Q3), Women Trailblazers (Q4).

Our annual Fall event focuses on “women trailblazers” which showcases women who inspire others to achieve professional and personal excellence. In 2007, WIP initiated an annual award, Distinguished Woman Investment Professional, to recognize a woman from the institutional investment community who exemplifies our vision and values and who has demonstrated exceptional leadership qualities. The Distinguished Woman Investment Professional of the year is announced and celebrated at this event.



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WIP is working to expand our event programming to include additional educational events for members in smaller group settings.

### ***Community Outreach***

WIP gives back to the community through its affiliation with the Young Women's Leadership Charter School. WIP's support includes a close mentoring relationship with the students, providing unpaid meaningful internships for the 9th and 10th grade students to introduce them to the world of finance, and participating in Career Day panel discussions.

WIP also supports The Enterprising Kitchen (TEK), a nonprofit social enterprise, provides workforce development and support services to women who are working toward self-sufficiency and economic independence. Within the context of a business where they manufacture natural soaps and spa products, under the brand name Choices from The Enterprising Kitchen, women receive intensive workforce preparation and skills development including: paid employment, work and life skills training, individualized career planning, high school equivalency preparation, technology training, financial planning and a variety of other support services. Located in Chicago, their enterprise enables lower-income women who have been unemployed and underemployed to maximize their individual potential and move into sustainable employment after 6-12 months.

WIP will continue to evaluate and consider relationships with other organizations that share a similar mission to ours and work to strengthen and support women in business.

### **Mentoring**

WIP is organized to provide development and networking to its members. We would like to formalize a mentoring program for WIP members to provide our membership access to a network of mentors. We would like to provide our early career membership with the opportunity to link up with more seasoned professionals to forge relationships vital for career development.



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### **Levels of Sponsorship/Benefits**

Platinum Sponsorship in the amount of \$5,000 will entitle your company to:

- Your Company's logo in our promotional materials and on our website
- Your Company's name prominently displayed at events
- Recognition on all event promotional materials
- Complimentary, reserved corporate table at our annual Fall event
- Complimentary 1 year corporate membership (for 5 individuals)

Gold Sponsorship in the amount of \$2,500 will entitle your company to:

- Your Company's logo on our website
- Your Company's name prominently displayed at events
- Recognition on all event promotional materials
- Complimentary, reserved corporate seating for 4 at our annual Fall event

Silver Sponsorship in the amount of \$1,000 will entitle your company to:

- Your Company's logo on our website
- Your Company's name displayed at events
- Recognition on all event promotional materials
- Complimentary, reserved corporate seating for 2 at our annual Fall event

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### **Benefits**

Benefits of Sponsorship

- Promote recognition of the firm & support of diversity initiatives
- Broaden pool of effective leaders
- Support for on-going career development
- Enhance cultural integration efforts employee effectiveness
- Assist recruitment and retention of talent