



# SIXTEENTH ANNUAL ENERGETIC WOMEN CONFERENCE

June 18-20, 2024 | New Orleans, Louisiana

**SPONSORSHIP OPPORTUNITIES**



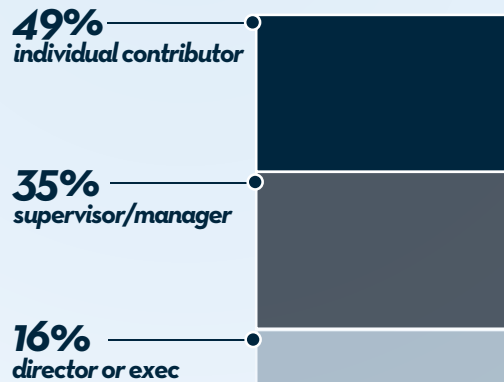
# ENERGETIC WOMEN CONFERENCE



Energetic Women is a national professional and leadership development resource within the natural gas and electric utility industry. Our mission is to prepare women within the energy industry for leadership roles in operations and engineering, which is where the greatest gap exists today. We promote, support, connect, and recognize those who believe in developing high-potential leaders to create a sustainable future and increase diversity at the top levels.

The annual Energetic Women Conference is attended by professionals in the industry interested in developing and enhancing their leadership and interpersonal skills. Over 2 1/2 days, attendees participate in industry tours, networking activities, and top quality educational sessions.

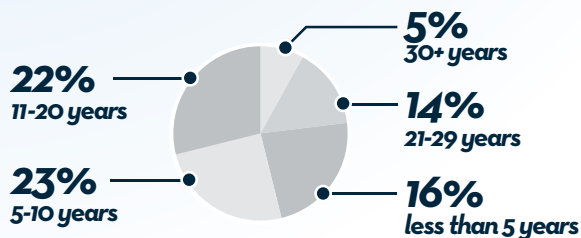
## Attendee Role



“When I started at Duke Energy, I worked for a year and a half before I was ever in a meeting with another female engineer. (I still remember her name!) That has left a lasting impression on me and I don't want that for my employees. Duke Energy strives to have our workforce reflect the communities we serve. By supporting the Energetic Women Conference, our company acknowledges the immense value and potential that women bring to the table and sponsorship contributes to our commitment to creating equal opportunities, breaking down barriers, and building a more equitable and prosperous future for all. Not only does involvement in the Energetic Women Conference play a role in Duke's dedication to gender equality, diversity, and inclusivity, the connections made onsite can lead to new business opportunities, partnerships, and collaborations.

Amy Barron, PLS, GISP, Duke Energy

## Tenure of Attendees



Some left this question unanswered.





# EARN RECOGNITION



Energetic Women is known throughout 745 utilities and businesses that support the energy industry. As a sponsor, you gain recognition among top industry professionals and the major companies that employ them. Many leading utilities and contractors from across the country sponsor and attend the annual Energetic Women Conference, check out [energeticwomen.org/sponsors](http://energeticwomen.org/sponsors) for a list.



Demonstrate your support of women in the energy industry by supporting valuable networking opportunities and championing education in leadership, communication, and other essential skills.

Over the past 15 years, this conference has served nearly 7,000 professionals from energy companies and firms across the country. This means sponsoring companies are exposed to a diverse attendee base, ranging from emerging professionals to rising leaders to established executives. As a sponsor, your support is influential at every stage of their careers.

<b>2008</b> 1st Annual Energetic Women Conference   Chicago, IL 198 Attendees 58 Companies   14 Sponsors	<b>2009</b> 2nd Annual Energetic Women Conference   Scottsdale, AZ 98 Attendees 41 Companies   16 Sponsors <i>Patty Walker</i> named 1st Maverick Award Winner	<b>2010</b> 3rd Annual Energetic Women Conference   Charlotte, NC 171 Attendees 48 Companies   19 Sponsors Maverick Award Winner: <i>Kris Nichols</i>	<b>2011</b> 4th Annual Energetic Women Conference   Minneapolis, MN 248 Attendees 64 Companies   23 Sponsors Maverick Award Winner: <i>Susan Hardwick</i>	<b>2012</b> 5th Annual Energetic Women Conference   St. Louis, MO 264 Attendees 60 Companies   25 Sponsors Maverick Award Winner: <i>Chris Braun</i> Honorary Maverick Award Winner: <i>Loretta Rosenmayer</i>	<b>2013</b> 6th Annual Energetic Women Conference   Baltimore, MD 321 attendees 49 Companies   24 Sponsors Maverick Award Winner: <i>Ben Felton</i>	<b>2014</b> 7th Annual Energetic Women Conference   Denver, CO 396 Attendees 62 Companies   28 Sponsors Maverick Award Winner: <i>Annette Gardiner</i>
<b>2015</b> 8th Annual Energetic Women Conference   Cincinnati, OH 423 Attendees 54 Companies   30 Sponsors Maverick Award Winner: <i>Mary Palkovich</i>	<b>2016</b> 9th Annual Energetic Women Conference   Houston, TX 435 Attendees 71 Companies   31 Sponsors Maverick Award Winner: <i>Mary O'Toole</i>	<b>2017</b> 10th Annual Energetic Women Conference   Chicago, IL 926 Attendees 97 Companies   37 Sponsors Maverick Award Winner: <i>Cheryl Maletich</i> <i>NiSource</i> named 1st Excellence in Women's Development Award Winner	<b>2018</b> 11th Annual Energetic Women Conference   Orlando, FL 636 Attendees 88 Companies   39 Sponsors Maverick Award Winner: <i>Heather Rivard</i> Excellence in Women's Development Award Winner: <i>CenterPoint Energy</i>	<b>2019</b> 12th Annual Energetic Women Conference   Indianapolis, IN 901 Attendees 92 Companies   48 Sponsors Maverick Award Winner: <i>Jim Francis</i> Excellence in Women's Development Award Winner: <i>Consumers Energy</i>		
<b>2020</b> Annual Energetic Women Conference Intermission Year	<b>2021</b> 13th Annual Energetic Women Conference   Virtual Experience 856 Attendees 82 Companies   45 Sponsors Maverick Award Winner: <i>Julie Hegedus</i> Excellence in Women's Development Award Winner: <i>Burns &amp; McDonnell</i>	<b>2022</b> 14th Annual Energetic Women Conference   Detroit MI & Virtual 1,060 Attendees 78 Companies   37 Sponsors Maverick Award Winner: <i>Christa Markgraff</i> Excellence in Women's Development Award Winner: <i>DTE Energy</i>	<b>2023</b> 15th Annual Energetic Women Conference   Orlando, FL 703 Attendees 98 Companies   44 Sponsors Maverick Award Winner: <i>Joi Harris, DTE Energy</i> Excellence in Women's Development Award Winner: <i>ComEd</i>	<b>2024</b> 16th ANNUAL ENERGETIC WOMEN CONFERENCE New Orleans, LA		







# SPONSORSHIP OPPORTUNITIES



The sponsorship opportunities available for our annual conference are designed to accommodate any budget, fit your event sponsorship objectives, and help reach your marketing goals. **All package levels include the following standard recognition:**

- Verbal and visual recognition onsite at 2024 Energetic Women Conference
- Company logo and hyperlink featured on energeticwomen.org
- Sponsor designation on name badge(s) for company representatives attending the Energetic Women Conference
- Digital recognition in event app
- Acknowledgement of company's support of DEI via social media

## VISIONARY | \$25,000

- 6 complimentary in-person registrations to 2024 Energetic Women Conference\*
- Choice of a one-hour EXCLUSIVE pre-recorded (or live, if speaker prefers) webinar from a predetermined list of conference speakers/topics. This is an excellent content opportunity for your internal women's ERG! The webinar can be open to any of your employees (not just conference attendees), is subject to copyright, must be shown within one year of the conference, and may only be shown one time.
- Opportunity to provide a commercial or promotional video of your company's involvement in a project or community activity (video must be provided to Energetic Women in final format as an mp4 and cannot be longer than 3 minutes)
- Opportunity to include an item or marketing piece in the conference bags\*\*
- Verbal and prominent visual recognition onsite at 2024 Energetic Women Conference
- Color logo sponsor recognition in the attendee learning journal distributed to all onsite attendees
- Digital recognition in pre-conference marketing

## COLLABORATOR | \$15,000

- 4 complimentary in-person registrations to 2024 Energetic Women Conference\*
- Includes the opportunity to provide a commercial or promotional video of your company's involvement in a project or community activity (video must be provided to Energetic Women in final format as an mp4 and cannot be longer than 3 minutes)
- Opportunity to include an item or marketing piece in the conference bags\*\*
- Color logo sponsor recognition in the attendee learning journal distributed to all onsite attendees
- Digital recognition in pre-conference marketing



\*Register with promo code provided in Sponsor Action Items email.

\*\*Sponsor must provide promotional items for bags on or before due date. Required format, size, and/or quantity and deadline(s) will be specified in sponsor confirmation.



# SPONSORSHIP OPPORTUNITIES



## INSPIRER | \$10,000

- 3 complimentary in-person registrations to 2024 Energetic Women Conference\*
- Opportunity to include an item or marketing piece in the conference bags\*\*
- Color logo sponsor recognition in the attendee learning journal distributed to all onsite attendees
- Digital recognition in pre-conference marketing

## INFLUENCER | \$7,500

- 2 complimentary in-person registrations to 2024 Energetic Women Conference\*
- Color logo sponsor recognition in the attendee learning journal distributed to all onsite attendees
- Digital recognition in pre-conference marketing

## CONTRIBUTOR | \$5,000

- 1 complimentary in-person registration to 2024 Energetic Women Conference\*
- Company name listed in the attendee learning journal distributed to all onsite attendees

## SUPPORTER | \$2,500

- Company name listed in the attendee learning journal distributed to all onsite attendees

## A LA CARTE

Sponsorship of these items may be added to any of the packages or selected as stand-alone a la carte items.

### Learning Journals | \$18,500 [exclusive]

- Logo on every page in the learning journal plus recognition via a full-page color advertisement (may not be promotional of company services); distributed onsite to all attendees

### Professional Headshot Photo Booth | \$12,000 [exclusive]

- Company name or logo associated with the opportunity for every attendee to take a professional headshot

### Step Away Space | \$8,000 [exclusive]

- Company name or logo recognition onsite and in promotional materials for a designated area near the meeting space for attendees to step away to check email or take a phone call
- Furniture, signage, and water provided

### Mobile Device Charging Stations | \$7,000 [exclusive]

- Company logo on the charging device available on every attendee table in the general session and meal space

### Lanyards | \$6,500 [exclusive]

- One-color company logo or name printed on conference lanyard provided to every in-person attendee

### WiFi | \$3,000 [limit of 2]

- Company name or logo associated with onsite WiFi

### Golf Hole | \$500 [limit of 9]

- Recognition onsite at the golf course

RESERVE YOUR SPONSORSHIP NOW!



**WEBSITE:**

[energeticwomen.org/sponsors](https://energeticwomen.org/sponsors)



**EMAIL:**

[staceyb@MEAenergy.org](mailto:staceyb@MEAenergy.org)



**DIRECT:**

(651) 289-9600 x114

“Consumers Energy – and indeed the energy sector – needs and deserves more female leaders. Having been named to Forbes’ America’s Best Employers for Women in 2021, we proudly support the Energetic Women Conference for its focus on creating opportunities to grow careers, develop leaders, share knowledge and build relationships in a typically male-dominated industry.

Dennis Dobbs, Vice President, Enterprise Project Management and Environmental Services, Consumers Energy