



25th
ANNIVERSARY

BECOME A SPONSOR

INSTITUTE FOR WOMEN'S POLICY RESEARCH
Informing policy. Inspiring change. Improving lives.

MAKING RESEARCH COUNT FOR WOMEN: LAUNCHING THE NEXT 25 YEARS

May 22, 2013

815 16th Street NW, Washington, DC

Afternoon Symposium: 3-6pm | Keynote & Reception: 6-8pm

HELP US LAUNCH THE NEXT 25 YEARS

The Institute for Women's Policy Research (IWPR) will celebrate its first 25 years of making research count for women on May 22, 2013, with an afternoon of panels on the current and future status of women in the United States and abroad, followed by a special keynote and reception to kick off the next era of *informing policy, inspiring change, and improving lives*.

WHY SPONSOR THIS EVENT?

This event will gather key opinion leaders shaping policy from Capitol Hill and the Administration, think tanks, universities, national advocacy organizations, business, and labor. Event sponsors will **reach some of the most influential leaders inside the Beltway working on issues important to women and their families.**

WHY SUPPORT IWPR?

IWPR was founded in 1987 out of a need for a comprehensive, women-focused, policy-oriented research. In what is perhaps the most fundamental of its contributions, IWPR introduced quantitative analysis into the policy debate about women's changing role in the economy, in the workforce, in their families, and in their communities. By conducting rigorous analyses, IWPR shook the assumptions underpinning public debate, replacing rhetoric with hard-to-refute scientific data. From informing successful paid sick days campaigns in San Francisco and Connecticut to making the case to improve wages for nurses and safeguarding Social Security, IWPR has produced real, sustained progress for working women.

Today, in collaboration with its many partners and supporters, IWPR has grown into a research powerhouse producing groundbreaking studies and analyses on how public policies affect women and their families on such issues as the gender wage gap, women in union leadership, child care, occupational segregation and discrimination, women entrepreneurs, the glass ceiling, access to higher education and job training, retirement security, and the status of women in the states.

SPONSORSHIP OPPORTUNITIES

CHAMPION - \$25,000

- Special recognition as program sponsor in the IWPR board chair's introductory remarks during the panel sessions
- Full back page ad (8 ½ x 10 ½) in program book
- Signed table at reception and reserved seating during symposium
- Name and logo prominently displayed on large event banner
- Logo and link to company/organization website on IWPR website
- Logo included in email marketing related to the event
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INNOVATOR - \$5,000

- Full page ad (8 ½ x 10 ½) in program book
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- Logo included in email marketing related to the event
- Recognition in IWPR's social media campaign: #IWPR25

VISIONARY - \$2,500

- Full page ad (8 ½ x 10 ½) in program book
- Reserved seating during symposium
- Name and logo prominently displayed on large event banner
- Logo and link to company/organization website on IWPR website
- Logo included in email marketing related to event
- Recognition in IWPR's social media campaign: #IWPR25

ADVERTISEMENTS IN THE EVENT PROGRAM

Full page (8 ½ x 10 ½) - \$1,000

Quarter page - \$350

Half page - \$600

BFF (Best Friends Forever) shout-out. Your name and affiliation listed in the program: \$250

Please check your desired sponsorship option above and return the information below to the Institute for Women's Policy Research (Attn: Jennifer Clark) by April 30, 2013:

Name _____ Organization _____

Telephone _____ Email _____

By mail: IWPR | 1200 18th Street NW, Suite 301 | Washington, DC 20036

By email: Jennifer Clark, clark@iwpr.org

Questions? Call 202-785-5100 or email clark@iwpr.org.