

WinHers United Virtual Summit

Hi Sponsor!

In 2018 I had a vision. I wanted to amplify the voices of Women of Color entrepreneurs and show the world that we are leaders who have valuable information to share. Making this dream come true began on March 1, 2018 with the launch of WinHers United the podcast. Since March 1, 2018 I have interviewed 129 Women of Color entrepreneurs and provided a platform for these ladies to shine. To date WinHers United has been listened to in 103 countries across the globe and has received over 36,000 downloads.

In 2020 I rebrand my podcast, changing the name from She Leads Podcast: Leadership Empowerment for Women of Color to WinHers United. With this change came the expansion of adding events to the mix, thus birthing the first WinHers United Virtual Summit held in December of 2020.

My Why

- Women of Color face a double systematic disadvantage by being both a woman and a person of color.
- Women of Color are conduits to affect positive change, promote growth, and spread knowledge.
- I lacked certain business, mindset, personal development, and self-care knowledge for many years, which prolonged my journey. My goal is to shorten the time it takes for others to know the information needed to be successful business women.

WinHers United Accolades

- WinHers United the podcast is listed among the Top 5% of podcasts worldwide.
- Player FM deemed WinHers United as one of the Best Women of Color Podcasts around in 2019 and 2020, and one of the 50 Best Women Leadership Podcasts in 2020.
- Feedspot Blog ranked WinHers United number 4 out of 20 in the Top 20 Women Leadership Podcasts of 2021, and number 5 out of 20 in 2019 and 2020.
- Listen Notes ranked WinHers United number 2 of the Ten Best Female Leadership Podcasts to Tune into on International Women's Day.
- The Women's Public Leadership blog named WinHers United as one of the 7 Podcasts to Listen to During the Pandemic.
- The Black Podcasting Awards voted WinHers United the Best Black Business Podcast of 2020.

My life has literally changed since starting WinHers United, and I want to continue to help change the lives of others. My goal is to provide examples of effective leadership via Women of Color entrepreneurs and show that women can come together and celebrate each other. I feel truly blessed to have done this with WinHers United the podcast, and am excited to continue this with the 2nd Annual WinHers United Virtual Summit.

Thank you,
Nicole Walker

WinHers United Virtual Summit

Summit Details

When and where is the summit?

The WinHers United Virtual Summit will take place Monday, December 6, 2021 - Thursday, December 9, 2021. This summit will be held virtually on Zoom.

Who is this summit for?

The target audience for this summit is aspiring and current Women of Color entrepreneurs. Yet, everyone regardless of age, race, background, gender, etc. is welcome to attend.

What will the participants learn?

WinHers United is a one stop shop for Business, Mindset, Personal Development, and Self-Care conversations. Attendees will learn a holistic approach to entrepreneurship, and gain a deeper understanding of what it takes to win in business and life. Attendees of this summit will be empowered and motivated to start 2022 with new insights and renewed invigoration.

2021 Attendee Projections

- 250 attendees
- Age Range: 25-65
- Collective Social Media Reach: 500k*

*Projections based on the 2020 summit data, current speaker reach, and inclusion of 2021 brand collaborations

2020 Summit Feedback

"This is one of the BEST events I have ever attended. I am in tears because they spoke so much to where I am in my life." - Tammy Charles, Founder of Inovo and Tampa Bay Spark

"The first day was great. Deep nuggets were given during each session and I was unable to move from the screen because I didn't want to miss anything. I do not like to attend women's conferences often, but I was very impressed by how well balanced the WinHers United event was and would attend it again." - Ebony Vaz, Founder of Above Promotions

Why you should partner with us?

Partnering with the WinHers United Virtual Summit will substantiate you as a proponent for diversity and inclusion, and further expose your brand to the largest growing group of entrepreneurs (Women of Color).

We would be delighted to have you join us on this journey to enrich the lives of Women of Color entrepreneurs.

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Sponsorship Opportunities

Presenting Sponsor (\$3,000) – 1 Available

- Tiered Sponsorship Acknowledgement, with sponsor website link, on winherunited.com
- Tiered Sponsorship Acknowledgement with sponsor website link, on event email communications
- Ten (10) Dedicated Social Media Posts on WinHers United Social Channels
- Verbal Acknowledgement at the WinHers United Virtual Summit
- Sponsor logo shown continuously throughout the WinHers United Virtual Summit
- Tiered Sponsorship Acknowledgment, with sponsor website, in the virtual swag bag
- Opportunity to provide digital content (an article, gift certificate, etc.) for the virtual swag bag
- 15 minute Sponsor presentation during summit
- Five (5) VIP Passes to attend summit
- Sponsor pre-roll Ad placement on Season 9 Episode 1 of WinHers United the podcast (6 month duration)
- Sponsor logo included on all summit promotional material

Diamond Sponsor (\$2,000) – 2 Available

- Tiered Sponsorship Acknowledgement, with sponsor website link on winherunited.com
- Tiered Sponsorship Acknowledgement with sponsor website link on event email communications
- Seven (7) Dedicated Social Media Posts on WinHers United Social Channels
- Verbal Acknowledgement on WinHers United Virtual Summit
- Sponsor logo shown three times during WinHers United Virtual Summit
- Tiered Sponsorship Acknowledgment, with sponsor website in the virtual swag bag
- Opportunity to provide digital content (an article, gift certificate, etc.) for the virtual swag bag
- 10 minute Sponsor presentation during the WinHers United Virtual Summit
- Four (4) VIP Passes to attend the WinHers United Virtual Summit

Platinum Sponsor (\$1,500) – 5 Available

- Tiered Sponsorship Acknowledgement, with sponsor website link on winherunited.com
- Tiered Sponsorship Acknowledgement with sponsor website link on event email communications
- Five (5) Dedicated Social Media Posts on WinHers United Social Channels
- Verbal Acknowledgement on WinHers United Virtual Summit
- Sponsor logo shown three times during WinHers United Virtual Summit
- Tiered Sponsorship Acknowledgment, with sponsor website in the virtual swag bag
- Opportunity to provide digital content (an article, gift certificate, etc.) for the virtual swag bag
- 5 minute Sponsor presentation during the WinHers United Virtual Summit
- Three (3) VIP Passes to attend the WinHers United Virtual Summit

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Sponsorship Opportunities, cont'd

Gold Sponsor (\$1,000) – 7 Available

- Tiered Sponsorship Acknowledgement, with sponsor website link, on winherunited.com
- Tiered Sponsorship Acknowledgement, with sponsor website link, on event email communications
- Three (3) Dedicated Social Media Posts on WinHers United Social Channels
- Verbal Acknowledgement at the WinHers United Virtual Summit
- Sponsor logo shown three times during the WinHers United Virtual Summit
- Tiered Sponsorship Acknowledgment, with sponsor website, in the virtual swag bag
- Opportunity to provide digital content (an article, gift certificate, etc.) for the virtual swag bag
- Two (2) VIP Passes to attend the WinHers United Virtual Summit

Silver Sponsor (\$500) – 10 Available

- Tiered Sponsorship Acknowledgement, with sponsor website link, on winherunited.com
- Tiered Sponsorship Acknowledgement, with sponsor website link, on event email communications
- One (1) Dedicated Social Media Post on WinHers United Social Channels
- Sponsor logo shown three times during WinHers United Virtual Summit
- Tiered Sponsorship Acknowledgment, with sponsor website, in the virtual swag bag
- Opportunity to provide digital content (an article, gift certificate, etc.) for the virtual swag bag
- One (1) VIP Pass to attend summit

In-kind Donations

We welcome any in-kind product or services your organization would like to provide for this summit.

- In-kind donations will be verbally acknowledged during the summit

Other Sponsorship Opportunities

- Cover the cost of an attendee's ticket
- Donate in honor of/memory of a friend, family member, or colleague

Have another idea for how you can help? Contact us and we would love to work with you! Email us at:
winhersunited@gmail.com

*"Lead by example: Support women on their way to the top.
Trust that they will extend a hand to those who follow."
- Mariela Dabbah*