



BUILD312

IT'S HER WORLD

WOMEN DEVELOPMENT FORUM

● BE FEARLESS ● BE INSPIRATIONAL ● BE PROUD

JUNE 23, 2018

ORGANIZED BY BUILD312



INTRODUCTION

“It’s Her World” Women Development Forum is an event that brings together those must-have conversations in order to educate, inform and inspire our women. We offer meaningful networking opportunities among professionals who are driven to break through barriers to scale the heights of power and influence. Together with our high-profile speakers, we share inspirational experience, celebrate our success stories, identify possible obstacles and develop future pathways.

Build312 first began with a vision to promote innovation, bring together pioneering entrepreneurs and grow relationships in the Midwest business community. After hosting various discussions, panels and networking events, we came to realize the evolving awareness of gender parity and the importance of diversity and inclusiveness in the entrepreneurial community, as well as in general business community. We strongly encourage self-development and self-realization as women and firmly believe in women’s power in reshaping future world - this is how our forum came into being.

This forum is targeted at high achieving young females and their male counterparts. As a sponsor, it showcases your efforts in diversity & inclusiveness and promotes brand awareness and acceptance. We welcome you to witness and celebrate this special event and thank you for your continuous support in our women and the Build312 community.

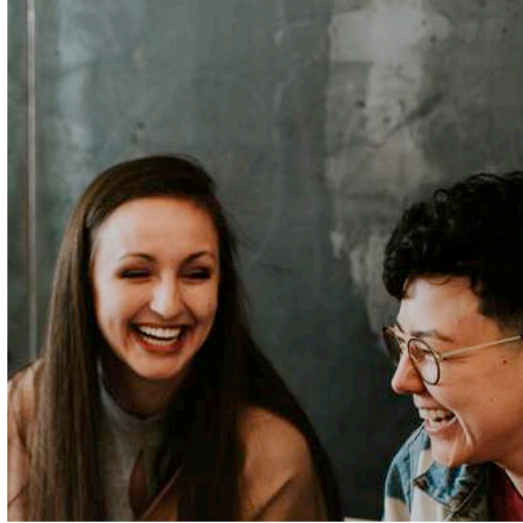
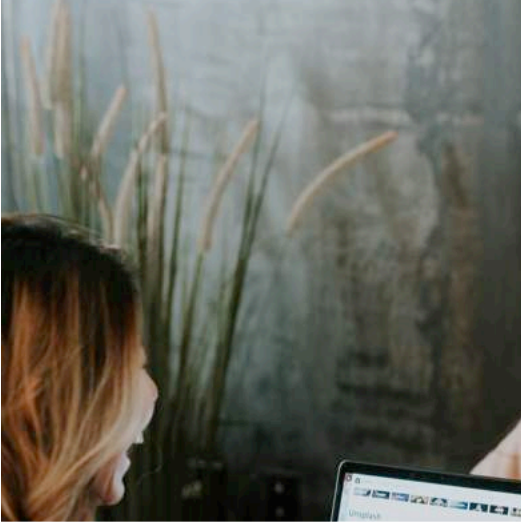


ANTICIPATED IMPACT

- Gather 500+ audiences
- Connect 50+ collaborators and partners
- Generate 100+ US and international media reports
- Reach 50,000+ page views
- Promote economic opportunity and drive innovation
- Support and amplify gender equality and cultural diversity
- Empower high talented young women who are on their way to becoming influential figures in our economies and societies

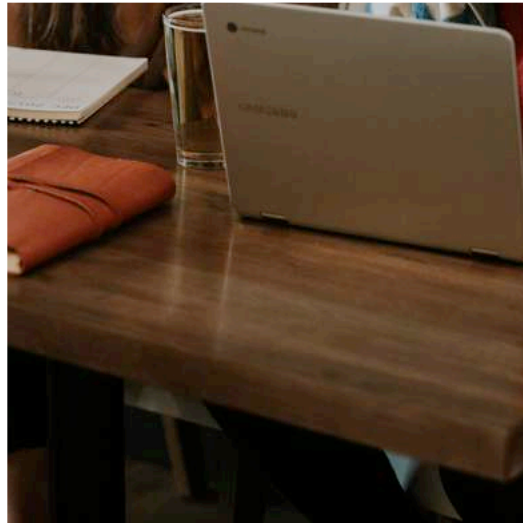
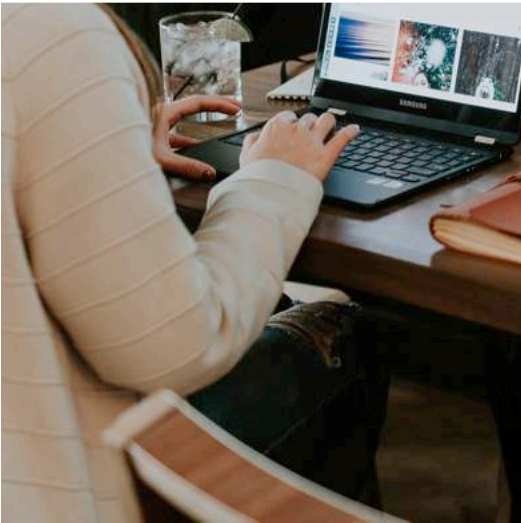


WHO PARTICIPATE



High achieving young women who are:

- Assuming increased leadership responsibilities or scope
- In a period of personal and professional transition
- Craving for self-improvement and self-realization
- Moving into a new career requiring business development
- Eager for networking and collaboration opportunities
- Looking for fun, energized and unique event experiences



WHO WE ARE

Build312 is a Chicago-based community for the next generation of diverse entrepreneurial community, business leaders and investors. We host high impact events and create a dynamic entrepreneur ecosystem. Our mission is to bring together young minds in the Midwest and to connect them with funding, resources and advisors.

Started from April 2017, Build312 has successfully:

- Organized the largest US-China Midwest Pitch Competition with over 300 event participants. Collaborators included Pritzker Group, Lightbank, 1871, UChicago Polsky Center, Technori, Wanda Group, Akira and others.
- Organized “How Am I Building This?” monthly entrepreneur panels
- Hosted various online and offline social events
- Gathered 2000+ active subscribers
- Reached 30,000+ audiences

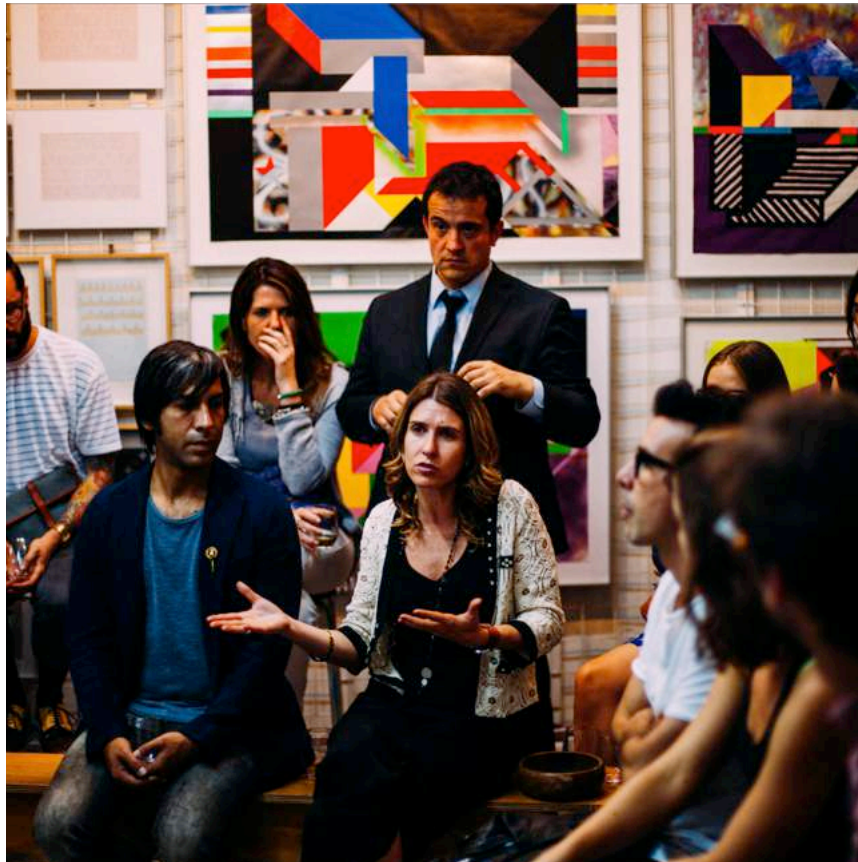


HIGHLIGHTS

- 30+ high profile speakers and influencers from various industries ranging from government, academia, businesses and local communities
- 3 engaging and participative panel discussions and 1 coaching session
- Dedicated networking opportunities with 500+ expected event attendees
- All day media coverage with various media outlets
- Entertaining breakout session includes but not limited to live band performance, runway stage, photo booth, makeup artists and corporate exhibitions
- Whole day catering includes morning mimosa & coffee, lunch buffet and cocktail after party



WE WILL DISCUSS



- Rethinking: The Status of Women in Leadership
- Gender Disparity: Overcome Stereotypes
- Lean In: Advocating for yourself
- Women Development: Reviving Your Career
- Have It All: Balancing Work and Life
- Branding: Becoming Visible and the Importance of Self
- Women and Power: Cultivating Influence
- The Future: Lifting the Next Generation Women

PAST SPEAKERS



Carl Larson
Board Advisor
OCA Ventures



Jessy Wu
CoFounder
CoGen Coworking



Scott Kitun
CEO & Host
Technori



Eddie Lou
Co-Founder
Shiftgig



Jon Cotay
Founder
Akira



Rachael Olson
Head of Strategy & Operations
Enova International



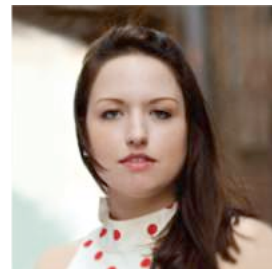
George Vukotich
Managing Partner
FinTank



Nancy Lai
VP Strategy
Aeris Communications



Suzanne Reade
President
Chicago ArchAngels



Jessica Tenuta
Co-founder
Packback



Linda Lei
Partner
Getech Law



Victor Pascucci
Managing Partner
Lightbank

VALUE OF SPONSORSHIP I

At “It’s her World” Women Development Forum we seek to identify the target market, needs and goals of our sponsors in order to create opportunities to make long-term impact for you and your company.

Brand Exposure:

- Gain brand visibility and expand customer outreach through active participation and interactions with more than 500 expected event attendees.
- Represent your organization’s brand to the target audience through keynote, panel and/or coaching opportunities, and reinforce your organization’s presence as a leader in your industry
- Direct access to various media outlets at the event for on-air time
- Focused marketing and advertising campaigns in print, online, and in person to promote your company



VALUE OF SPONSORSHIP II

Recruitment & Network:

- Exclusive access to speakers, panelists, and collaborators to develop lasting relationships with other industry leaders and influencers
- Relationship building and recruitment opportunities via dedicated networking with a pool of highly talented and driven participants from various industries

Leave your mark

- Share your knowledge, experience and advice to strengthen our women communities
- Make your voice heard among various decision makers from sectors of government, academia, businesses and other non-for-profits
- Be a part of shaping the growth and perspective of all attendees



SPONSORSHIP BENEFITS I

	TITLE	PRESENTING	PLATINUM	GOLD	SILVER	SUPPORTER
SPONSORSHIP BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$300
BRAND EXPOSURE						
Name or Logo in Event Title	X					
Cocktail Party Title	X					
Company Bio on Website	X					
Company Promotional Video Display	X	X				
Logo on Summit Banner	X	X	X			
Logo on Step & Repeat	X	X	X			
Name in Event Press Release	X	X	X			
Multi-Social Media Campaign: Facebook, Twitter, WeChat	X	X	X	X		
Sponsor Mention from Stage	X	X	X	X		
Sponsor Item Included in Gift Bag	X	X	X	X	X	
Sponsor Logo on Event Screen and Stage Banner	X	X	X	X	X	X
Ad in Event Booklet	1 Premium	Full page	Full page	Half page	Half page	
Sponsor Logo in Event Invitation, Evite, & Poster	X	X	X	X	X	X
Sponsor Logo & Link on Website and Registration Page	X	X	X	X	X	X

SPONSORSHIP BENEFITS II

RECRUITMENT & EXHIBITION						
Reserved Booths at Event	X	X	X	X		
Roll-up Banner Exhibition Space	X	X	X	X		
Contest VIP Tickets to All Public Events	20	12	8	5	3	1
POST CONFERENCE RESOURCES						
Access to All Current Attendees & Audiences	X	X				
Customized Build312 Membership Services Package	X	X	X			
HIGH IMPACT SPONSORSHIP						
Keynote Speaking Time	X	X				
Runway Stage Opportunity	X	X	X			
Prize/Award Presenting	X	X				

SPONSORSHIP BENEFITS - SINGLE ITEMS

Offline Branding Opportunities:

- Sponsor item included in gift bag (\$200)
- Main form roll-up banner exhibition space (\$300)
- Reserved booth at event (\$300)

Online Branding Opportunities:

- Social media promotion(1 post) - Facebook, WeChat, Twitter post (\$300)



PAST SPONSORS AND COLLABORATORS

MHUB



MATTER



Northwestern



CONTACT US

Board:	Laura Ma	Roxy Rong
Committee:	Jessie Chen	Xufei Shen
	Shiwen Chen	Jane Wang
	Yinjie Deng	Karen Wang
	Yifei Hu	Yawen Wang
	Aileen Huang	Yanqi Yang
	Frank Jiang	Yiou Yang
	Adam Jin	Shuhan Zhou
	Stephanie Jin	
	Qianru Li	
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Build312 Group



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