



# 2022 Sponsorship Packages

## The WICT Network: Great Texas



The WICT  
**Network**

Empowering Women in Media,  
Entertainment and Technology

**GREATER TEXAS**

# WICT Great Texas Chapter 2022 Sponsorship Packages

## Be Fearless Chapter Sponsor \$10,000

- Company representative given opportunity to speak at any 2022 event and/or air a 30-second promotional video
- Title sponsor for WICT Greater Texas
- Eight (8) players in TOPGOLF fundraising tournament
- Company branding at three in person WICT events
- Two (2) WICT Greater Texas memberships
- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications
- Recognition by Chapter President at opening and closing of all events
- Sponsor Recognition in all 2022 events
- Sponsor Recognition on WICT Greater Texas social media

## Be a Catalyst Chapter Sponsor \$7,500

- Title sponsor for WICT Greater Texas
- Three (3) players in TOPGOLF fundraising tournament
- Company branding at three in person WICT events
- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications
- Recognition by Chapter President at opening and closing of all events
- Sponsor Recognition in all 2022 events

## Inspire Chapter Sponsor \$5,000

- Title sponsor for WICT Greater Texas
- Three (3) players in TOPGOLF fundraising tournament
- One (1) WICT Greater Texas membership
- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications
- Recognition by Chapter President at opening and closing of all events

## Connect Chapter Sponsor \$3,500

- Title sponsor for WICT Greater Texas
- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications

## Communicate Chapter Sponsor \$1,000

- Logo on WICT Greater Texas Website with link to sponsor's homepage
- Logo on WICT Greater Texas Event Materials
- Logo on WICT Greater Texas Members Communications

## Build Your Sponsorship \$500

- Logo on WICT Greater Texas Website with link to sponsor's homepage

## Other ways you can support WICT Greater Texas

### In-Kind – “Know Yourself”

- Donate any in-kind that can be utilized at the Top Golf event from Raffle items to services needed
- Company logo in Top Golf premier event program and printed materials including invitations
- Company mention as program sponsor at chosen event/program

### Customized Sponsor

- If the above packages are not a fit for your organization we can and will work to customize a package that creates the perfect partnership.

### Networking/Mixer Sponsor/Event:

- Company logo placement for sponsored event: Printed materials, Website, Emails
- Company mention as program sponsor at event
- Presentation / Speaker moment during Networking / Mixer Event

## In-Kind Sponsorship

WICT Greater Texas will be offering in-kind sponsorship opportunities at our events throughout the year. In-kind support can be a service or an item to support a program as well as silent auction items to support the WICT chapter.

These donations will continue to help our organization to grow and develop great leaders. Additionally, you'll benefit from exposure of your company's name to those who attend the programs or events. All donations are much appreciated.

Below is an example of some of the in-kind sponsorships needed:

- Printing services
- Photography services
- A/V services
- Leadership development (books, speakers)
- Electronics
- Retail gift cards
- Event tickets
- Autographed items
- Tools
- Uniquely branded items with your company logo

## 2022 Programs

**Inspire Mentor** – Designed to provide career and personal development, support in achieving goals for the mentor and the mentee and the foundation of a developmental framework. This year’s program runs from March 2022 through January 2023. Meetings between mentors and mentees are expected to be virtual or telephonic until it is safe to meet again.

**Dru Strange** – Our Dru Strange Memorial Fund was established to honor Dru Strange, a former Showtime Networks, Inc. account executive whose promising career was tragically cut short in an automobile accident in January 30, 1980. She was the daughter of cable pioneer Bill Strange. The fund is administered by Women In Cable Telecommunications Greater Texas Chapter. The fund currently supports scholarships for industry professionals to attend WICT programs as well as professional development programs within the industry.

**Top Golf Tournament** – Join WICT Greater Texas and industry colleagues from all across Texas as they compete for prizes and bragging rights, network with peers, and attempt a hole in one all while playing golf and raising funds for WICT Greater Texas’ 2022 programs.

**WICT Greater Texas Professional Development Scholarships** – Each year WICT National provides educational programs for its members. Be a part of a WICT members’ professional development and become a target sponsor with a scholarship to one of the following National educational programs:

- **WICT’s 2022 Leadership Conference** – October 10-11, 2022, in New York, NY
- **Executive Development Series (EDS)** is designed to help mid-career professional women build skills that are critical to effectively delivering results within their organizations, with a focus on mastering competencies vital to success at the director and VP level. The two seminars of the series, *Leading with Power and Authenticity* and *Executive Leadership Presence*, may be taken in any order.
  - Leading with Power and Authenticity – October 19-21, 2022, in San Diego, CA
  - Executive Leadership Presence – October 19-20, 2022, in San Diego, CA
  - Registration opens in Spring 2022
- **WICT’s Rising Leaders Program (RLP)** is designed for industry professional women at the manager and director level who have demonstrated their potential and their desire for leadership and career advancement. During this intensive immersion program, participants take part in leadership analysis and case study work while expanding their cable business acumen. After completing this program, participants will know how to:
  - Leverage key management tools to build and develop high-performance teams.
  - Use advanced tactical and strategic methods to expand organizational impact.
  - Map the landscape, build alliances and become an effective advocate.
  - Assess diverse leadership styles and align team competencies to exceed organizational goals.
  - Create and manage a personalized leadership development plan.

## 2022 WICT Greater Texas Events

2022 WICT Greater Texas planned programs:

- **March:** A Guide to Engaging Across Generations | We'll explore the difference between generations, and how this diversity can drive performance
- **April:** Ted Talk Focus Group | Making the Jump: A Year of No Fear
- **May:** WICT Gets Technical
- **June:** Taking the Lead
- **July:** Navigating Projects and Tasks | Learn how to refine your approach to managing tasks so you can enhance the outcomes of projects at work
- **August:** Ted Talk Focus Group | The Power of Believing you can Improve
- **September:** Leadership Panel | Hear from other leaders of what's going on in the industry and how we can impact
- **October:** Top Golf Event
- **November:** Tech It Out
- **December:** Virtual Look Back | What went well in 2022 and where are we going in 2023

Follow WICT Greater Texas on LinkedIn and stay up to date on all programming:

<https://www.linkedin.com/company/wict-greater-texas/>

