

BWLC SPONSORSHIP PACKAGE

Driven by Purpose, Principles, Power, and Passion



May 6, 2022

The Black Women's Leadership Council (BWLC) is a 501 (c) (3) organization whose mission is to advance the personal and professional development of black women. BWLC was started in 1986 by thirteen trailblazing black women in Xerox with the purpose of addressing the unique challenges that black women faced in the workplace while attempting to promote leadership and development opportunities at all ranks in the company.

Our objectives include:

- **CULTIVATING** and supporting business efforts to develop, attract and retain the best talent to meet the current and future needs of organization
- **CREATING** leadership development and career opportunities for all black women
- **CONTRIBUTING** to the achievement of business objectives
- **COLLABORATING** with Xerox Employee Resource Groups (ERGs) on targeted; programming

We also work to develop productive and successful community outreach partnerships that facilitate the achievement of business goals and social justice initiatives in the communities where we live and do business.

Under our community outreach umbrella, we formed the BWLC Foundation which provides undergraduate scholarships to young black women as they strive to contribute and thrive in a global community.

We look forward to your support as we continue to help our constituents Own their Own Destiny and Chart their Own Course.

Our flagship event is an annual conference/summit that provides participants with opportunities to enhance their skills, strengthen their networks, celebrate successes and continue to grow as leaders. This is facilitated through dynamic workshops, networking opportunities, executive engagement, a gala, and other activities. This event helps to nurture the vision and mission of BWLC and assist each attendee with methods to achieve their goals for both personal and professional development.

Included with this letter are detailed sponsorship opportunities. If you have questions, please contact Jacqueline Tyson or Guyla Wrens-Armstead at jacqueline.tyson@xerox.com or guyla.wrens-armstead@xerox.com. Thank you for your consideration of our sponsorship request.

Sincerely,

Guyla Wrens-Armstead

Jacqueline Tyson

Guyla Wrens-Armstead

Jacqueline Tyson

President
Black Women's Leadership Council

Sponsorship Director
Black Women's Leadership Council

Executive Sponsor

Louie Pastor

Executive Vice President
Chief Corporate
Development Officer &
Chief Legal Officer

BWLC Officers

Guyla Wrens-Armstead
President

Jacqueline Tyson

Vice President/
Sponsorship Officer

Judy Solomon

Secretary

Margaret Walker

Treasurer

Kimberly Sealy

Marketing &
Communications Officer

Seneica Sykes

Community Involvement
Officer

Patricia Williams

Membership Officer

Renée Carter

Director of Programs

Linda White

Director of Chapter
Development

Donna M. Jones

Foundation President

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Sponsor Package Options

Diamond Sponsor - \$25,000/calendar year

Unique Benefits:

- Two BWLC Foundation scholarships valued at \$2,500 total awarded in your company's name
- Title sponsorship recognition for the BWLC Destination or Virtual Summits may include:
 - Marketing collaterals
 - Event signage
 - Full Page Ad
- 1:1 with the BWLC Executive Sponsor Louie Pastor, Executive Vice President, Chief Corporate Development Officer & Chief Legal Officer Xerox Corporation
- Quarterly speaking opportunities to the BWLC membership (e.g. Summit/Conference, Sister To Sister Calls)
- Hosting Opportunities (e.g. Summit events, networking hours)
- 8 Complimentary conference registrations
- 2 Executive networking sessions

Additional Benefits:

- Contributions are tax deductible as set forth in IRS Guidelines
 - Premium banner space on the BWLC Website (www.bwlc.com)
 - VIP Reception with Xerox Executives, the BWLC Executive Board members, Senior Advisory Council and special guests
 - Inclusion of branded items in destination conference registration packet
 - Opening Session Address at Conference
 - 2 VIP Reserved table at Destination Conference Gala
 - Supports Community Engagement programs
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Sponsor Package Options Continued

Platinum Sponsor - \$15,000; Calendar year

Unique Benefits:

- Two BWLC Foundation scholarships valued at \$1,500 total awarded in your company's name
- Prominent recognition for the BWLC Destination or Virtual Summits may include:
 - Marketing collaterals
 - 1/2 Page Ad
- Annual speaking opportunities to BWLC membership (e.g. Summit/Conference, Sister To Sister Calls)
- Hosting Opportunities (e.g. Summit events, networking hours)
- 4 Complimentary conference registrations
- 1 Executive networking session

Additional Benefits:

- Contributions are tax deductible as set forth in IRS Guidelines
- Logo Listing on BWLC Website (www.bwlc.com)
- VIP Reception with Xerox Executives, BWLC Executive Board members, Senior Advisory Council and special guests
- Inclusion of branded items destination in conference registration packet
- 1 VIP Reserved table at Destination Conference Gala
- Supports Community Engagement programs

Silver Sponsor - \$10,000; Calendar year

Unique Benefits:

- Two BWLC Foundation scholarships valued at \$1,000 total awarded in your company's name
- Prominent recognition for the BWLC Destination or Virtual Summits may include:
 - Marketing collaterals
 - 1/4 Page Ad
- Annual speaking opportunities to BWLC membership (e.g. Summit/Conference, Sister To Sister Calls)
- Hosting Opportunities (e.g. Summit events, networking hours)
- 2 Complimentary conference registrations

Additional Benefits:

- Contributions are tax deductible as set forth in IRS Guidelines
 - Logo Listing on BWLC Website (www.bwlc.com)
 - VIP Reception with Xerox Executives, BWLC Executive Board members, Senior Advisory Council and special guests
 - Inclusion of branded items destination in conference registration packet
 - 1 VIP Reserved table at Destination Conference Gala
 - Supports Community Engagement programs
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Sponsor Package Options Continued

Gold Sponsor - \$5,000/calendar year

Unique Benefits:

- One scholarship valued at \$500 awarded in your company's name
- Hosting Opportunities at a regional BWLC activity
- 1 Conference registration
- Inclusion of branded items destination in conference registration packet

Process for Sponsorship Selection Onboarding:

- Select your Sponsorship Level (Diamond, Platinum, Silver or Gold)
 - Based on your preference, you will either receive and invoice for the contribution level or
 - The BWLC Sponsorship Director will schedule a Welcome/Onboarding meeting with you to discuss the logistics of receiving your sponsorship level benefits, etc.
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