



# *Impact Event*

March 13, 2025 | Birmingham, AL

## *Sponsorship Opportunities*



# *Celebrating impactful women throughout the state.*

The new 2025 Momentum Impact Event promises to be a remarkable celebration of impactful leadership, shining a spotlight on the extraordinary women who are making a difference in the state of Alabama. This inspiring event will feature a powerful keynote, a workshop session, and our Women of Impact awards ceremony that recognizes the outstanding achievements and contributions of women leaders throughout the state. Attendees will have the opportunity to network and will leave with tools they need to drive positive change as leaders. Join us as we gather with the women who are shaping the future of Alabama with their vision, dedication, and impact.

We have several exciting and meaningful additions to this year's event, and we hope you'll join us as a sponsor. Please note all benefits can be tailored to meet your objectives, and all are tax-deductible. We look forward to hosting you!

## Attendee Insights

As Momentum's mission continues to expand, so does the support and attendance of our events. Our attendees come from diverse backgrounds, experiences, and stages of their leadership journeys. Senior-level leaders account for about 45% of attendees, while 55% are in early to mid-level career stages. While the majority of our attendees are women, we are grateful that many strong male allies also attend this event each year.

**1,000 attendees  
expected in 2025**



## Tentative Schedule + Speakers

### March 13, 2025 at The Sheraton Ballroom in Birmingham

8:30am to 9:30am - Registration and Networking

9:30am to 10:30am - Welcome and Keynote

10:30am to 11:30am - Workshop Session

11:30am to 12:00pm - Networking Break

12:00pm to 1:00pm - Women of Impact Awards Luncheon



#### **Morning Keynote: Alyson Van Hooser**

Alyson Van Hooser is an author, keynote speaker, and trainer with Van Hooser Associates, Inc. - a leadership development company focused on developing leaders at all levels - from CEOs to front-level supervisors. Weaving compelling personal stories with proven leadership principles, Alyson delivers perspective-shifting ideas and concepts that spark the mindset and habits every leader needs to transform their leadership and their organization.



#### **Workshop Presenter: Lenetra King**

Lenetra King, FACHE is principal at Watch Me EXCEL®, a pioneering leadership development firm that works with organizations to deeply engage, develop, and retain exceptional leaders, especially those from underrepresented populations. She brings to client engagements more than 15 years' experience as a C Suite executive where she led significant culture and operational turnarounds as well as multi-million dollar revenue and expense initiatives in hospitals around the country.

With her deep and rich expertise, she created LeadAmplifyEXCEL®, a proprietary framework that helps leaders amplify their personal brand, maximize their leadership performance and drive results for their companies.

## Exclusive Opportunity

# **Workshop Session Sponsor | \$2,000**

Becoming the Workshop Session Sponsor ensures your company receives maximum visibility at this year's event.

### **Premium Branding**

Your company's logo will receive prominent placement in the event sponsorship promotion materials, emails, and standalone recognition in the 2025 event presentation.

### **Pre-Event Networking Event + Event Tickets**

Your company will receive 2 tickets to the Mex and Mingle event on March 12, 2025 as well as 2 tickets to the Impact Event on March 13th.

### **Program Recognition**

Your company will receive a full-page ad in the event program book, as well as the opportunity to introduce our workshop facilitator.

### **Welcome Bag Inclusion**

You'll have the opportunity to include an event-appropriate promotional item in the attendee gift bags.

### **Special Offer to Attendees**

You'll receive the opportunity to pass along a special discount or offer to our 2025 attendees in post-event emails.

## Exclusive Opportunity

# **Awards Ceremony Sponsor | \$2,000**

Becoming the Awards Ceremony Sponsor ensures your company receives maximum visibility at this year's event.

### **Premium Branding**

Your company's logo will receive prominent placement in the event sponsorship promotion materials, emails, and standalone recognition in the 2025 event presentation.

### **Pre-Event Networking Event + Event Tickets**

Your company will receive 2 tickets to the Mex and Mingle event on March 12, 2025 as well as 2 tickets to the Impact Event on March 13th.

### **Program Recognition**

Your company will receive a full-page ad in the event program book, as well as recognition and special thanks from the stage.

### **Welcome Bag Inclusion**

You'll have the opportunity to include an event-appropriate promotional item in the attendee gift bags.

### **Awardee Gift Bags**

Branded gift bags with your company's logo will be given to each Woman of Impact award winner.

### **Special Offer to Attendees**

You'll receive the opportunity to pass along a special discount or offer to our 2025 attendees in post-event emails.

## Exclusive Opportunity

# ***Gift Bag Sponsor / \$2,000***

Becoming the Gift Bag Sponsor ensures your company receives maximum visibility at this year's event.

### **Premium Branding**

Your company's logo will receive top placement in the event sponsorship promotion materials, emails, and standalone recognition in the 2025 event presentation.

### **Pre-Event Networking Event**

Your company will receive 2 tickets to the Mex and Mingle event on March 12, 2025 as well as 2 tickets to the Impact Event on March 13th.

### **Program Recognition**

Your company will receive a full-page ad in the event program book, as well as recognition and special thanks from the stage.

### **Welcome Bag Inclusion**

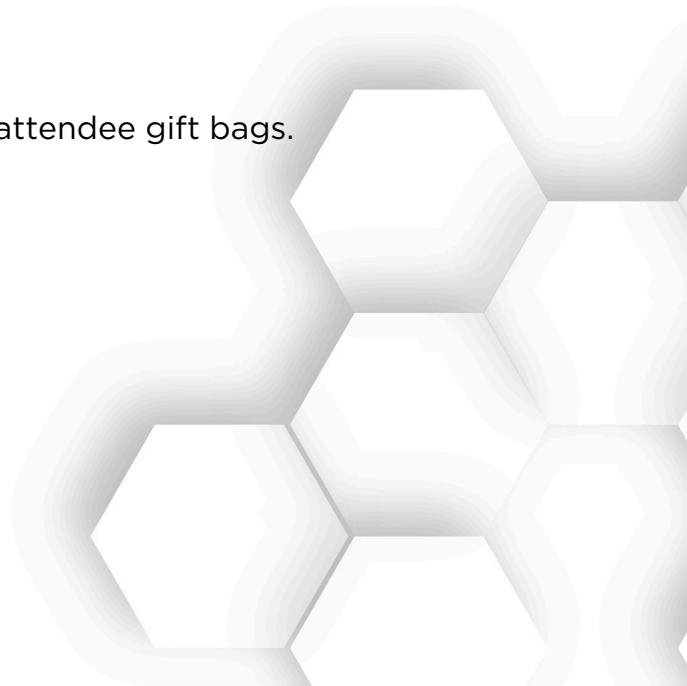
You'll have the opportunity to include an event-appropriate promo item in the attendee gift bags.

### **Branded Attendee Gift Bags**

Co-branded gift bags with your company's logo will be given to each attendee.

### **Special Offer to Attendees**

You'll receive the opportunity to pass along a special discount or offer to our 2025 attendees in post-event emails.



## Exclusive Opportunity

# Registration Sponsor - \$500

Becoming the Registration Sponsor gives your company great visibility as your brand is given exclusivity in registration platform, confirmation emails, and check-in stations.

### Premium Branding

Your company's logo will be placed at the top of the online registration form, and at the footer of every event email we send. You'll also have the opportunity to receive a list of email opt-ins after the event.

### Pre-Event Networking Event

Your company will receive 2 tickets to the Mex and Mingle event on March 12, 2025.

### Program Recognition

Your company will receive a full-page ad in the event program book, as well as recognition and special thanks from the stage.

### Welcome Bag Inclusion

You'll have the opportunity to include an event-appropriate promo item in the attendee gift bags.

### Special Offer to Attendees

You'll receive the opportunity to pass along a special discount or offer to our 2025 attendees in post-event emails.

# **Table Sponsor - \$3,500**

Becoming a Table Sponsor shows your company's commitment to advancing women in leadership. In addition, it guarantees your employees and stakeholders will be seated together, and includes more visibility than the purchase of individual tickets.

## **Premium Branding**

Your company's logo will be placed within the 2025 event materials as a Table Sponsor.

## **VIP Table**

Invite your company's employees and stakeholders to the 2025 event!

Your sponsorship includes a VIP Table of 8 with premium placement at the venue.

## **Advanced Check-In**

Arrive to the event stress-free and skip registration lines! Your table sponsorship includes advanced check-in, allowing your guests to go directly to their seats.

## **Attendee Welcome Bags**

Sponsor guests will receive a welcome bag upon their arrival.

# **Scholarship Sponsor - \$1,000**

Bring the impact of Momentum's programming to more women in Birmingham! As a scholarship sponsor, you'll fund the participation of 8 women who are under-resourced with a ticket to the 2025 event.



# Impact Event Sponsorship Agreement

*Yes, we want to support advancing women in leadership!*

Workshop Sponsor: \$2,000

Gift Bag Sponsor: \$2,000

Awards Ceremony Sponsor: \$2,000

Registration Sponsorship: \$500

Scholarship Sponsorship \$1,000

Table Sponsor: \$3,500

Company Name:

Contact Name:

Business Address:

Phone:

Email:

Check Enclosed

Send Invoice

Signature: