



CWIB

COLLEGIATE WOMEN IN BUSINESS

at Iowa State University.



Collegiate Women in Business (CWIB) Sponsorship 2021-2022

Leadership Program Sponsorship | \$5,000

This sponsorship is specifically designed for companies who would like to sponsor students to attend our Spring Break Leadership Trip where a select group of students travel to another state to interact with successful business women from diverse backgrounds while being exposed to unique business cultures. Your sponsorship includes:

- Recognition on all program promotion and publication materials (*likely on materials that reach both current Ivy students and Ivy alumni*)
- Recognition on CWIB social media pages and website (*followed and frequently viewed by current students, parents, faculty, and alumni*)
- Invitation to a post-trip reception with the CWIB leadership program participants to provide an overview of the program and discuss the influence this opportunity provided (*a great opportunity to have quality one-on-one time with our top students*)
- Invitation to the CWIB sponsor dinner held during the spring semester (6 seats) (*will provide small group networking opportunities with our current members and a presentation on the successes of CWIB during the academic year*)

Platinum Sponsorship | \$4,000

- Recognition on CWIB social media pages and website
- Participation in the professional mentorship program
- Invitation to the CWIB sponsor dinner held during the spring semester (4 seats)
- Opportunity to present at a general meeting once an academic year

Gold Sponsorship | \$2,500

- Recognition on CWIB social media pages and website
- Participation in the professional mentorship program
- Invitation to the CWIB sponsor dinner held during the spring semester (2 seats)

Silver Sponsorship | \$1,000

- Recognition on CWIB social media pages and website
- Participation in the professional mentorship program

Notes on all sponsorship opportunities:

- Sponsor presentations at general meetings are expected to follow the mission of the organization. While it is acceptable to spend five minutes or less of your presentation on employment opportunities, it is expected that the remainder of the content be used to empower, inspire, and develop our CWIB members. Speaker topics must be vetted prior to the meeting.
- Details on the professional mentorship program and sponsor dinner are highlighted on next page.
- If one of the above packages does not meet your company's needs, we'd be happy to work with you on a custom sponsorship package.

More information on CWIB Activities

- **Weekly Professional Development:** CWIB hosts weekly meetings for all members. These meetings include inspiring presentations from industry professionals, skill development exercises, and networking between peer members.
- **Collegiate Workshops:** CWIB hosts an annual workshop designed to help women in the Ivy College of Business learn and develop a specific professional skill. Multiple speakers are invited to talk about the main theme for the year and share their insights. (e.g., networking or salary negotiation).
- **Professional Mentoring:** Each year, members of the club are assigned a mentor within CWIB's professional network. The mentor/mentee pairs communicate throughout the semester to discuss topics such as goals and professional development. Each semester, CWIB strives to host an event for members to meet with their mentors and network with other members.
- **Company Visits:** Each semester CWIB plans one trip to visit multiple companies in the area. In past years, students have visited and toured multiple companies in Des Moines and Minneapolis.
- **Formal Dinner:** In the fall, CWIB hosts a formal dinner to meet and network with Iowa State University faculty and staff.
- **Sponsor Dinner:** In the spring, CWIB hosts a sponsor dinner to show sponsors all that was accomplished throughout the year. This is a great time to network with all of the CWIB members.
- **Ivy Women in Business Awards:** Once a year, CWIB cohosts an awards ceremony with the Ivy College of Business to recognize successful women in the workforce.
- **Young Women in Business Conference:** CWIB cohosts a conference with the Ivy College of Business that is designed for high school women to visit campus and learn more about becoming a business major when they attend college.
- **Spring Break Leadership Trip:** In the spring, CWIB advisers take a select group of students on a trip to another state to visit a variety of companies and learn directly from prominent and successful business women across industries. In the past, CWIB has traveled to the Silicon Valley and San Francisco area. This is a great capstone for members who have worked through the CWIB programming through their collegiate years and are preparing to enter the workforce.

"I couldn't imagine my college career without CWIB. I have met some of my closest friends through the club and continue to form new friendships. I am grateful for CWIB because I have stepped outside of comfort zone to experience new things that I wouldn't have done on my own. I had never flown before participating in the spring break leadership trip in San Francisco. The club has prepared me for my future career by hearing the stories, advice, and encouragement from our weekly speakers and by participating in various outside events. I feel as though I am more prepared and confident to step into the business world in May." -Alyssa Diedrich, Accounting & Supply Chain Management '19

Follow us on social media!

[Facebook.com/isucwib](https://www.facebook.com/isucwib) | Instagram: [@ISUCWIB](https://www.instagram.com/isucwib) | Twitter: [@ISU_CWIB](https://twitter.com/ISU_CWIB) | Website: iowastatecwib.weebly.com