

4TH ANNUAL
EDMONDS INTERNATIONAL
WOMEN'S DAY

SATURDAY, MARCH 5, 2022



THEME
#BreakTheBias

2022
Early Bird Sponsorship Packet

2022
EARLY BIRD SPONSORSHIP PACKET



2019 – HOW WE STARTED / INAUGURAL DAY IN EDMONDS

An idea to do something fun for a handful of underserved girls and women in Edmonds blossomed into a day filled with empowerment and networking, thanks to a group of women who donated their time, treasure and talent.

Networking Luncheon at 190 Sunset



Who knew we had so many women CEOs, CFOs, Executive Directors and Division Heads living and working in Edmonds? Our 50-person luncheon sold out in just over a week (not bad for a Friday afternoon!). The 90-minute lunch and learn featured Lauren Sato of The Riveter and goodie bags filled with products donated by Edmonds women-owned businesses.



“Only 5 percent of women ever hear ‘you are going to be a success,’” said Lauren Sato, The Riveter regional director, during brief remarks to luncheon attendees. “Elevate the women around you.”

The Main Event: Captain Marvel!

We collaborated with the Edmonds School District and Girls On The Run (for both King and Snohomish counties) for this special event. The *Captain Marvel* movie screening — at Northgate’s Regal Cinemas Thornton Place — included a short panel discussion featuring local women leaders. They included South County Fire senior firefighter Melissa Beard, Edmonds Police Detective Julie Govantes, Alaska Airlines Managing Director of Community Relations Shaunta Hyde, Seattle Storm Co-owner Dawn Trudeau, WSU North Puget Sound Vice Chancellor Lynne Varner and *My Neighborhood News Network* Publisher Teresa Wippel.

The Seattle Storm mascot Doppler was also on hand to provide high-fives and pose for photos with attendees.

LAST YEAR'S KEYNOTE SPEAKERS



Regarded as the world's premier point guard, **Sue Bird** is a universally celebrated star and the WNBA's All-Time Leader in Assists. She is known for being selfless, driven, encouraging, funny and smart and receives regular coverage for her fashion prowess. Seemingly ageless and playing some of the best basketball of her career at 40, she is one of only seven women to win an Olympic Gold Medal (she's won four), a World Championship Gold Medal (she's won four) an NCAA Championship (she's won two), and a WNBA Championship (she's won four).

Sue is also a five-time Euroleague Champion, an eleven-time WNBA All-Star, was voted by the fans as one of the WNBA's Top 15 Players of All Time. Off the court, Sue spends time as a basketball analyst for ESPN, as a front office executive with the Denver Nuggets and advocating for equality, LGBTQ+ rights, Black Lives, universal health and wellness and expanding opportunities for girls.

A former Microsoft executive, **Dawn Trudeau** served as chairperson for Force 10 Hoops from 2009-13 and is president of the Seattle Storm Foundation, and for the past 22 years has helped non-profits develop their capacity to deliver their programs with maximum effectiveness. Trudeau spent over 20 years in the software industry, 14 of which came at Microsoft, where she held a variety of executive leadership positions. Her time in the software industry has seen stints in general management, product development, marketing and business systems capacities.

Committed to assuring that women and girls have the opportunity to compete at any level, Trudeau has been a devoted member of numerous boards, including Board of the Economic Opportunity Institute, University of Washington Women's Center Advisory Board, Board of Social Venture Partners Seattle, Social Venture Partners International and she currently serves as Chair of the Microsoft Alumni Network Board. She focuses her energy on early learning and socio-economic programs and anti-racism that help provide equal opportunity for all people to develop economic security and personal success.



History of Edmonds International Women's Day Sponsors / Partners



the RIVETER



Leadership Team

- Alicia Crank – Crank'd Up Consulting
- Megan Wolfe – Girls on the Run Snohomish County

Sponsorship and Partnership Opportunities

Sponsorships will cover the costs related to the event, to make this event accessible to all. **Any funds collected beyond event costs will be donated to local nonprofits that service women and girls.**

We also invite women-owned/operated organizations in the area to participate by offering discounts, giveaways or free/low cost activities to bring awareness to your business and services.

You can find videos and posts from the previous Edmonds International Women's Days on Facebook: <https://www.facebook.com/IWDEdmonds>

If you are interested in being an official partner or co-sponsor of these events, please contact Alicia Crank, Crank'd Up Consulting, at aliciainedmonds@gmail.com.

Sponsorship and Partnership Levels:

Presenting Sponsor - \$2,500 (Only 1 available)

- Virtual Meet & Greet with Keynote speakers
- Sponsor-produced 30 second video to be played during IWD events AND Keynote event
- Option to distribute materials to registered guests
- Dedicated media / social media outreach and posts

Lead Sponsor - \$1,000 (3 available)

- Virtual Meet & Greet with Keynote speakers
- Sponsor-produced 30 second video to be played during IWD events AND Keynote event
- Option to distribute materials to registered guests
- Dedicated media / social media outreach and posts

Media Sponsor – Negotiable

- Sponsor-produced 20 second video to be played during IWD events
- Option to distribute materials to guests in attendance
- Joint media / social media outreach and posts

Supporting Sponsor - \$250

- Sponsor-produced 20 second video to be played during IWD events
- Option to distribute materials to guests in attendance
- Joint media / social media outreach and posts

In-Kind Sponsor – Negotiable/Event specific

- Option to distribute materials to guests in attendance
- Joint media / social media outreach and posts

Business Partner – In-Kind

- Joint media / social media outreach and posts
- Business Partner to also cross promote Edmonds IWD events

Customization of sponsorship levels are available. If you are interested in being an official partner or co-sponsor of these events, please contact Alicia Crank, Crank'd Up Consulting, at aliciainedmonds@gmail.com.