

MEMO

To:

From:

Date:

Subject: Sponsorship Opportunity | 2019 Women in Retail Leadership Summit

The Women in Retail Leadership Summit (WIRLS), presented by the Women in Retail Leadership Circle (WIRLC), is taking place April 29 - May 1, 2019 in Miami. WIRLS is a fresh and innovative conference offering a mix of content focused on business strategy as well as professional development, paired with unique networking opportunities. The Summit attracts a highly targeted group of attendees and speakers. Each sponsorship package is designed to give our organization leads, access to attendees and speakers, brand recognition, and serious ROI.

Attendee Breakdown

More than 350 female retail executives attend WIRLS annually. Attendees are invite-only, and hold titles such as **CEO, Chief Operating Officer, Chief Marketing Officer, President, Senior Vice President, and Vice President**. The best part of the Summit is that it's a boutique event. We will get to know the attendees intimately and have endless opportunities to have meaningful conversations about our services and solutions.

Unique Partner Opportunities

The Women in Retail Leadership Summit team ensures we will get unmatched face time with both attendees and speakers. There will be many opportunities for us to engage with existing as well as potential clients, from private dinners to custom sponsorships. Past examples include health and wellness stations, a champagne bar, and even speaking opportunities. Both "speed dating" and "partner mingles" are included in the agenda. We will be able to meet with retailer decision makers in a comfortable, low-pressure and authentic environment.

The WIRLC Community

The Women in Retail Leadership Summit, now in its sixth year, has been a smashing, sold-out success from year one. In 2019, 350-plus C-level executives joining will be treated to fantastic content and programming as well as great sharing, connecting and networking. This is truly an opportunity our organization cannot pass up.

With your approval, I'd like our company to sponsor this unique event. We can expect an incredible return on our investment, benefiting our organization tremendously.

Best,