

Lehigh Valley WOMEN'S SUMMIT 2022

LEHIGH VALLEY WOMEN'S SUMMIT – WEDNESDAY, JUNE 8

THREE GREAT ORGANIZATIONS: The Chamber's Women's Business Council, Cedar Crest College, and United Way of the Greater Lehigh Valley present the Lehigh Valley Women's Summit on Wednesday, June 8 from 7:45 a.m. – 3:30 p.m. (detailed schedule below)

Featuring

Sarah Thomas: *The NFL's First Female Official; One of the Sports Illustrated 100 Most Influential NFL Figures of All Time*

On April 8, 2015, Sarah Thomas was one of nine new game officials added to the NFL officiating roster for the 2015 season, becoming the first full-time female official in NFL history. Her history-making game happened on September 13, 2015, between Kansas City and Houston. Her hat, whistle and flag from that game are now on display at the Pro Football Hall of Fame.

She began her football officiating career in 1996 when she attended a meeting for aspiring football officials with her brother, Lea. She worked 10 years in high school, doing as many pee- wee, middle school and junior varsity games as she could possibly do. In 2007, she was hired by Conference USA. This was another history-making milestone as Sarah became the first female to officiate for the NCAA's Major College Football Bowl Division. The hard work allowed her the opportunity to work numerous bowl games, championship games, and All-Star games, giving her exposure to NFL officials who were scouting other officials.

Being hired in 2015 was only the first step. Sarah just recently completed her 6th season for the NFL as a Down Judge working with Shawn Hochuli's crew. In early January 2019, it was announced that Sarah would make history again as the first female to officiate a postseason NFL game. Sarah worked the divisional round game between the LA Chargers and New England Patriots on January 13, 2019. And to wrap up her 2020 season, Sarah shattered the glass ceiling as she was selected to work Super Bowl LV in Tampa, FL. Making her the first female to ever work a Super Bowl and once again allowing her jersey, hat, whistle and flag to be on display at the Pro Football Hall of Fame.

Off the field, Sarah is a Marketing Specialist for Mid-South Rehab, Inc., National Speaker for Keppler Speakers Bureau and a skin care consultant for Rodan & Fields. She was born in Pascagoula, Mississippi and is a graduate of the University of Mobile, where she earned a full scholarship as a basketball player and Academic All-American honors. She has had many national recognitions on her accomplishments throughout her journey, but one is at the top of these accomplishments, being named *Sports Illustrated's* 100 Most Influential NFL Figures of All Time. But nothing compares to being a mom to her three beautiful children, Bridley (20), Brady (17) and Bailey (8).

Sarah Thomas' story is captured in the five-part documentary series *Earnin' It*, which premiered on Peacock NBC in 2022 with a focus on the women in football who are opening doors and paving the way for others to follow in their footsteps. Sarah's story also figures prominently in the wildly popular podcast of the same name, which also launched in 2022.

SCHEDULE:

- 7:45 -8:30 Doors open and Registration
- 8:30-9:30 Morning general session and keynote **TBA**
- 9:45-10:30 Breakfast and Summit Marketplace
- 10:45-11:30 – Breakout session 1

- 11:45-12:30 – Breakout session 2
- 12:45 - 1:15 pm – Lunch (VIP lunch too additional \$50 includes speaker meet and greet)
- 1:15 – 1:45 pm Desserts and prizes in marketplace
- 2:00 – 3:30 pm – Afternoon general session and keynote **Sarah Thomas**, The NFL's First Female Official; One of the *Sports Illustrated* 100 Most Influential NFL Figures of All Time

Audience: More than 400 mostly women business leaders.

Premier Sponsor: Capital BlueCross

Presenting Sponsor: Lehigh Valley Health Network

Sponsorship Opportunities:

For Our Sponsors and VIP Ticketholders:

VIP exclusive access. Our keynote speaker, Sarah Thomas, has agreed to an exclusive VIP Meet & Greet during lunch.

Platinum Sponsor: **\$10,000**

- Prominent logo recognition from the podium as a Platinum Sponsor on all promotional materials including the Chamber *Connections* publication, e-invitations, on the event web page, e-invitations and social media campaigns
- Full screen recognition as a Platinum Sponsor on the screens
- A full-page ad in the program booklet
- Inclusion of your logo in the sponsor recognition section of the program
- 10 seats to the event
- 10 seats to the exclusive VIP Meet & Greet with Sarah Thomas
- Your marketing, advertising or novelty item voucher in the Goodie Bag
- An exhibit table, which attendees will visit during breaks along with your virtual exhibit table on the Whova app
- Recognition in the Post Event Sponsor Thank You page in *Connections*
- Ongoing recognition in the on-demand recorded version of the event

Gold Spotlight: **\$5,000**

- Logo recognition in promotional materials including newsletter, flyers and e-invitations
- Recognition as a Gold Spotlight sponsor on the screens
- A half-page ad in the program booklet
- Inclusion of your logo in the sponsor recognition section of the program
- Your marketing, advertising or novelty item voucher emailed to attendees in the Goodie Bag
- 10 seats at the event
- 6 seats to the exclusive VIP Meet & Greet with Sarah Thomas
- An exhibit table, which attendees will visit during breaks along with your virtual exhibit table on the Whova app
- Recognition in the Post Event Sponsor Thank You page in *Connections*
- Ongoing recognition in the on-demand recorded version of the event

Silver Spotlight: **\$3,500**

- Logo recognition in promotional materials including newsletter, flyers and e-invitations
- Recognition as a Silver Spotlight sponsor on the screens
- A quarter page ad in the program booklet
- Inclusion of your logo in the sponsor recognition section of the program
- 10 seats at the event

- 4 seats to the exclusive VIP Meet & Greet
- Recognition in the Post Event Sponsor Thank You page of the following months issue of *Connections*
- Ongoing recognition in the on-demand recorded version of the event

Bronze Spotlight: **\$1,500**

- Logo in promotional materials including newsletter, flyers and e-invitations
- Recognition as a Bronze Spotlight sponsor on the screens
- 6 seats at the event
- 2 seats at the exclusive VIP Meet & Greet
- Inclusion of your logo in the sponsor recognition section of the program
- Recognition in the Post Event Sponsor Thank You page of *Connections*
- Ongoing recognition in the on-demand recorded version of the event

Breakout Session Sponsor: (Four Available) **\$3,000**

- Recognition in marketing and promotional materials
- Recognition as a Breakout Session Sponsor from the podium and in the sponsor recognition presentation
- Your logo as part of the sponsored breakout session
- Opportunity to introduce a breakout session and deliver your 2-minute message to the audience
- 6 seats at the event
- 2 seats to the exclusive VIP Meet & Greet with Sarah Thomas

A la Carte Advertising, Marketing and PR options:

A Full Page ad in the Program: **\$300**

- Size: 4.5" W x 7.5" H
- Full Color or Black & White
- Format: .eps, .jpeg, .tiff, or .pdf (minimum 300 dpi)

A Half Page ad in the Program: **\$200**

- Size: 4.5" W x 3.75" H
- Full Color or Black & White
- Format: .eps, .jpeg, .tiff, or .pdf (minimum 300 dpi)

Marketing Material Distribution: **\$300**

- Your marketing, advertising or novelty item distributed electronically to every attendee.

Exhibitor Table: **\$300**

- An exhibit table, which attendees will visit during breaks along with your virtual exhibit table on the Whova app

Ticket to the event: **\$150**
