



FILIPINA WOMEN'S NETWORK

Eighth

FILIPINA LEADERSHIP SUMMIT

FILIPINA VOICES: CHANGING THE FACE OF POWER IN AMERICA

FACT SHEET

ABOUT FWN

Filipina Women's Network (FWN) is the not-for-profit organization that provides the content, credibility and community to help women of Philippine ancestry succeed in their businesses and careers. FWN provides knowledge, products, education, research and a nationwide network in 19 states for Filipina women professionals.

FWN members own small businesses and a large percentage work in some of the most prestigious corporations, professional practice firms, nonprofits and government agencies.

FWN members are represented in 19 states, 30% are in professional occupations, 14% in government, 18% are business owners and another 8% are management executives. Over half of FWN members are 25-34 years old, 12% are 35-44 years old, 9% over 45 years old and 14% are over 65. 63% have college degrees, 56% are U.S. born and 26% have lived in the U.S. over 10 years. The average household income is \$150,000 and above, 82% are homeowners, and 26% have children.

ABOUT THE FILIPINA LEADERSHIP SUMMIT

FWN's annual Filipina Leadership Summit is the leading nationwide forum of its kind. Filipina professionals - decision makers in leading industries - gather annually to learn from each other on how to succeed as multi-cultural professionals in the U. S. workplace, acquire new skills and workplace strategies, develop a renewed understanding of the Filipino culture and make the connections that will advance their businesses and professional careers.

ABOUT THE FWN 100

The Most Influential Filipina American Women in the United States Award™ honors Filipina women who are changing the face of power in America, having reached status for outstanding work in their respective fields and are recognized for their leadership and achievements in the U. S. workplace and their communities. The highlight of this year's summit is the announcement of the Top 100 at the gala awards dinner on Friday, October 14, 2011.

WHEN & WHERE

- Filipina Summit: Thursday, October 13 through Saturday, October 15, 2011
- FWN Members: \$548, \$598 (after July 31); Nonmembers: \$608, \$658 (after July 31)
- Daily rates are available at www.FilipinaWomensNetwork.org/reg2011. Online reservations @ www.FilipinaWomensNetwork.org/events or call 415.935.4FWN (4396)
- Stanford Court Renaissance Hotel, San Francisco. Special FWN rates are \$199 (single/double rooms) until August 31. Mention FWN by calling 1-800-227-4736.

WHY SUPPORT FWN

FWN's Filipina Summit provides a unique opportunity to build your organization's image among this growing and influential group. As a sponsor and/or advertiser, you align with one of the nation's and Filipino community's most respected association, demonstrate your commitment to excellence and enjoy a generous package of marketing benefits giving you direct access to FWN's nationwide membership. Sponsor benefits and recognition options include discounted summit registrations, FWN Magazine ads, eblast messaging and web links. Each opportunity is a comprehensive marketing package designed to maximize your organization's visibility and expand your client base.

Questions? Please contact Marily Mondejar at marily@ffwn.org or call her at 415.935.4FWN (4396).



Most Influential
FILIPINA WOMEN IN THE U.S.



(L to R) Hydra Mendoza, President, San Francisco School Board; Nanette Alcaro, President, FilipinoVillage.com; Marily Mondejar, President, Filipina Women's Network; California Chief Justice Tani Gorre Cantil-Sakaue; Maya Escudero, President, Literary Initiatives International Foundation; Philippine Consul General Weng Sanchez; Nana Luz, President, Softype

2011 SPONSORSHIP BENEFITS

8th Filipina Leadership Summit (October 13-15, 2011)

HERMANA MAYOR (Presenting Sponsor) US\$25,000

- Exclusive opportunity. Limited to one sponsor. Designed to meet your marketing needs. Please email marily@ffwn.org for more info.

NINANG Sponsor US\$10,000

CHOOSE ONE:

1. Reserved VIP table for 10 with the option to have one of your senior officers at the Presidential Table on Thursday, October 13, 2011 at the Keynote Luncheon featuring Guest Speaker California Chief Justice Tani Gorre Cantil-Sakaue
2. Reserved VIP table for 10 with the option to have one of your senior officers at the Presidential Table on Friday, October 14, 2011 at the 100 Most Influential Filipina American Women Gala Awards Dinner featuring Keynote Speaker Evelyn Dilsaver

CHOOSE ONE:

1. Remarks at Keynote Luncheon (10/13)
 2. Remarks at Welcome Evening Reception (10/13)
 3. Remarks at Gala Dinner (10/14)
- 2 guests to the Meet & Greet before Keynote Luncheon (10/13)
 - 10 tickets to the Welcome Evening Reception (10/13)
 - 10 tickets to the VIP Reception before Gala Dinner (10/14)
 - Stand in receiving line with the VIP guests and FWN board members (10/14)
 - Photo opportunities with VIP Guests and FWN 100 Awardees
 - Corporate Logo/Name Recognition on Red Carpet Press Backdrop
 - 25% discount for full summit registrations (up to 5)
 - Full page, four color ad (9.5"W x 10.5"H) in the FWN Souvenir Magazine (Filipina Summit issue). Please email camera-ready ad to filipina@ffwn.org before Sept. 20.
 - Corporate logo on FWN website with hot link to your site
 - Acknowledgment on all eblasts and media sponsor ads
 - Social media posts to Twitter, Facebook and LinkedIn noting your sponsorship
 - Corporate logo displayed as "Ninang Sponsor" on Powerpoint Sponsor Loop at Keynote Luncheon (10/13), Evening Reception (10/13) and Gala Awards Dinner (10/14)
 - Option to provide corporate give-aways in gift bags
 - First option to retain the same sponsorship position at the 2012 Filipina Summit "Pinay Power 2012" (Aug. 30 - Sept. 1, 2012) in San Francisco

KAIBIGAN (Individual Supporter) US\$1,000

- 2 tickets, VIP seating, to Gala Awards Dinner (10/14)
- 2 complimentary tickets to the VIP Reception (10/14)
- Acknowledgment on FWN website
- Acknowledgment on Powerpoint Sponsor loop

KUMADRE Sponsor US\$5,000

CHOOSE ONE:

1. Reserved VIP table for 10 on Thursday, October 13, 2011 at the Keynote Luncheon featuring Guest Speaker California Chief Justice Tani Gorre Cantil-Sakaue
2. Reserved VIP table for 10 on Friday, October 14, 2011 at the 100 Most Influential Filipina American Women Gala Awards Dinner featuring Keynote Speaker Evelyn Dilsaver

- 4 tickets to the Welcome Evening Reception (10/13)
- 4 complimentary tickets to the VIP Reception (10/14)
- 25% discount for full summit registrations (up to 5)
- Half page, color ad (4.75"W x 10.5"H) in the FWN Souvenir Magazine (Filipina Summit issue). Please email camera-ready ad to filipina@ffwn.org before Sept. 20.
- Corporate logo on FWN website with hot link to your site
- Acknowledgment on all eblasts and media sponsor ads.
- Corporate logo displayed as "Kumadre Sponsor" on Powerpoint Sponsor Loop at Opening Reception (10/13) and Gala Awards Dinner (10/14)
- Option to provide corporate give-aways in gift bags

KABABAYAN Sponsor US\$3,500

CHOOSE ONE:

1. Reserved table for 10 on Thursday, October 13, 2011 at the Keynote Luncheon featuring Guest Speaker California Chief Justice Tani Gorre Cantil-Sakaue
2. Reserved VIP table for 10 on Friday, October 14, 2011 at the 100 Most Influential Filipina American Women Gala Awards Dinner featuring Keynote Speaker Evelyn Dilsaver

- 2 tickets to the Welcome Evening Reception (10/13)
- 2 tickets to the VIP Reception before Gala Awards Dinner (10/14)
- 1/4 page, b/w ad (4.75"W x 5.25"H) in the FWN Magazine (Filipina Summit issue). Please email camera-ready ad to filipina@ffwn.org before Sept. 20.
- Corporate logo on FWN website with hot link to your site
- Acknowledgment on all eblasts and media sponsor ads.
- Corporate logo as "Kababayan Sponsor" on Powerpoint Sponsor loop

KASAMA Sponsor (individuals/small businesses) US\$2,500

- Reserved table for 10 with corporate tent at Gala Awards Dinner (10/14)
- 2 complimentary tickets to the VIP Reception (10/14)
- 1/8 page, black and white congratulatory ad (4.75"W x 2.625"H) in the FWN Magazine (Filipina Summit issue). Please email camera-ready ad to filipina@ffwn.org before Sept. 20.
- Acknowledgment on FWN website
- Name or logo displayed on Powerpoint Sponsor loop

You may pay for your sponsorship online at www.FilipinaWomensNetwork.org/events



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ADVERTISING PARTNER OPPORTUNITIES

- FWN Magazine, Filipina Summit issue

Advertise in the FWN Magazine and reach the largest pool of professional Filipina Women in the U.S.

The FWN Magazine is the official magazine of the Filipina Women's Network (FWN), a must-read publication for Filipina women worldwide, and offers advertisers direct access to a specialized audience. FWN is the knowledge network for Filipina decision makers and professionals from all sectors.

REACH AN INFLUENTIAL NICHE AUDIENCE

FWN helps your business reach the professional Filipina women who work for multinational corporations, governments, nonprofits and educational institutions, as well as consulting firms.

FWN Magazine Hits Your Target

- FWN members have purchasing power; 80% report that they are principal purchasers or decision makers or have influence on purchasing decisions.
- 63% of FWN members have college degrees
- 10,000 print run, distributed nationwide.

ADVERTISING DIMENSIONS AND SETUP:

2-Page Spread 19" W x 10.5" H if ad bleeds, please add 0.125" for bleed on 4 sides	Full Page 9.5" W x 10.5" H if ad bleeds, please add 0.125" for bleed	Half Page (Vertical) 4.75" W 10.5" H	Quarter Page (Vertical) 4.75" W 5.25" H	Half Page (Horizontal) 9.5" W 5.25" H
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1/8 Page
4.75" W x 2.625" H

SLIDE: Advertiser-provided PowerPoint slides will be rotated on-screen during audience seating before general sessions, receptions and during breaks. Can only be purchased with Full and Half Page Ads or as part of a sponsorship package. Add \$100 if you would like to add a slide to your order.

ADVERTISING RATES:

Full Page, color (front cover) <i>(has to be approved)</i>	\$10,000
Full Page, color (inside front cover)	\$7,000
Full Page, color (back cover) <i>(has to be approved)</i>	\$7,000
2-Full Pages, color (center-spread)	\$6,000
Full Page, color (inside back cover)	\$5,050
Full Page (color, premium placement)	\$3,550
Full Page (color)	\$2,800
Full Page, b/w	\$2,000
Half Page, color (vertical or horizontal)	\$1,450
Half Page, b/w (vertical or horizontal)	\$1,050
Quarter Page, color	\$ 750
Quarter Page, b/w	\$ 550
1/8 Page, color	\$ 400
1/8 Page, b/w	\$ 300



FWN MAGAZINE MECHANICAL AND SUBMISSION REQUIREMENTS

AD SUBMISSION FORMAT: Adobe PDF file:

- Please email signed Ad Agreement to filipina@ffwn.org to reserve your ad space.
- Advertiser to provide both ad artwork on PDF format and slides.
- Changes after you have submitted or emailed your ad will require a new file to be submitted and will incur a 10% surcharge.
- ADD: design fee equal to 20% of ad rate if no camera-ready ad is submitted and we design your ad.
- If you email your ad, please send to: filipina@ffwn.org Indicate on subject line: **Attention: FWN Magazine Ad (your company name)**
- Make sure you wait for an acknowledgment email or phone call from us.
- For check payments, please make payable and mail to:
Filipina Women's Network
P. O. Box 192143
San Francisco, CA 94119
- Tax ID # 06-1763395 for P. O. and accounting purposes (maybe tax deductible for business purposes)
- You can also pay online using your credit card by going to www.FilipinaWomensNetwork.org/events
- Questions? Call 415.935.4FWN or email filipina@ffwn.org



FILIPINA WOMEN'S NETWORK

Fifth

FILIPINA LEADERSHIP SUMMIT

AGREEMENT FOR SPONSORSHIP / ADVERTISING

Deadline: August 30, 2011

Name _____ Title _____

Organization _____

Address _____

City / State / Zip / Country _____

Phone _____ Fax _____ Email _____

Product/s and/or service/s your company will promote or advertise: _____

Filipina Summit Sponsor Level:

_____ Hermana Mayor	\$25,000
_____ Ninang	\$10,000
_____ Kumadre	\$ 5,000
_____ Kababayan	\$ 3,500
_____ Kasama	\$ 2,500
_____ Kaibigan	\$ 1,000
_____ Donor's Choice	\$ _____

FWN Magazine (Filipina Summit Souvenir Issue) Ad Options

_____ Full Page, color (front cover) has to be approved	\$10,000
_____ Full Page, color (back cover) has to be approved	\$ 7,000
_____ Full Page, color (inside front cover)	\$ 7,000
_____ 2-Full Pages, color (center spread)	\$ 6,000
_____ Full Page, color (inside back cover)	\$ 5,050
_____ Full Page, color	\$ 2,800
_____ Full Page, b/w	\$ 2,000
_____ 1/2 Page, color (vertical/horizontal)	\$ 1,450
_____ 1/2 Page, b/w (vertical/horizontal)	\$ 1,050
_____ 1/4 Page, color	\$ 750
_____ 1/4 Page, b/w	\$ 550
_____ 1/8 Page, color	\$ 400
_____ 1/8 Page, b/w	\$ 300
_____ Slide for PowerPoint Carousel	\$ 100

KIND DONORS:

I / We would like to donate the following: (please describe) _____

_____ We can deliver to the FWN location.

_____ Please pick up items at the following address: _____

In-kind donation value \$ _____

ADD: Summit registration

_____ Summit Registration / FWN Member \$548

_____ Summit Registration / Non-member \$608

_____ **LESS: Discounts provided to sponsors, exhibitors, partners**

_____ **NET AMOUNT**

ADD: Join / Renew FWN Member Dues

_____ membership \$108; renewal dues \$100/year

_____ Sponsor-a-Filipina \$108 (membership in your honor or in honor of a loved one)

EXHIBITORS, please take note:

- 1)** Exhibit fees are for a 6' table display and 2 chairs. Exhibitors are responsible for providing/renting any additional requirements (a/v, internet access, electrical equipment, etc.)
- 2)** Space assignment will be determined based on sponsorship level and date of full payment.
- 3) Sharing:** exhibitors may not share, sublet or lease space to another company or individual without permission from FWN. Under no circumstances can two companies share a single space.
- 4) Liability:** exhibitors hereby release, relinquish, discharge and agree to indemnify, protect, and hold harmless FWN and its agents from any and all claims, demands, liabilities, costs and expenses for injury, including death to persons, and any loss of or damage to property caused by, growing out of, or happening in connection with the use of or enjoyment by: the exhibiting company, its management, personnel, guests or visitors, of the hotel and meeting center facilities or equipment.
- 5) Insurance:** exhibitors are responsible for insuring their own display/materials/personnel and associated equipment. Neither FWN, its representatives, nor its meeting/exhibit space vendors may be held responsible for damage to or loss/destruction of displays/materials. All claims for any such loss, damage or personal injury are hereby waived by the exhibiting companies.
- 6)** All display structures and materials must be placed within the confines of your rented display space and not impair the line-of-sight of adjacent exhibitors. FWN reserves the right to make final determination about any necessary adjustments in displays.
- 7) Set-up time:** 7:00 AM Friday, October 8
- 8) Tear down:** 11:00 AM, Sunday, October 10

_____ **Exhibitor initials**

YES! I am the authorized representative of the organization indicated above. I have read the sponsorship, exhibitor, community partner, and advertising opportunity descriptions. I agree with the terms, benefits and requirements for the category(ies) we have selected.

Payment type: Check Visa MasterCard Discover AMEX Will pay online at www.ffwn.org/events in-Kind donation

TOTAL REMITTANCE AMOUNT

Name _____ Date _____

Signature _____

3-digit no. on back of card
AMEX - 4-digit no. on front of card

Fill out form below if paying by credit card and email form to filipina@ffwn.org:

Credit Card No. _____ Credit Card Verification No. _____ Exp.Date _____

Credit Card Billing Address _____

City/State/Zip/Country _____

Phone _____ Fax _____ Email _____

NOTE: Return original with your check or email form to filipina@ffwn.org, if you are paying by credit card. Mail to FWN, P.O. Box 192143, San Francisco, CA 94119