

March 1, 2017 • Detroit, Michigan



Greetings!

Career Mastered 2017 Women's History Month Leadership in Action Gala Dinner Awards and Talent Meets Marketplace Symposium is the signature charity event in support of Excel Village Center for Learning. Today's women leaders are Game Changers. They take charge of their careers and take charge of their futures. These women have mastered their work and have learned the necessary steps to move ahead and build a successful career. These women have made their mark in business and are exceptionally strong role models of what a woman can do. Each March, for Women's History Month, we celebrate and acknowledge the victories, challenges and stories of the women who have made our country what it is today. It was not so long ago that having a woman in the board room was a novelty. In today's competitive marketplace, women are making a compelling mark in business.

Linwick & Associates, LLC (LWA) invites your partnership in celebration of *Women's History Month*. We are thrilled to honor 25 amazing and inspiring women who have made history and placed their mark on the business community. Additionally, each year we provide scholarships to rising star girls who are demonstrating excellence and making career strides. Proceeds from this event directly supports Excel Village Center for Learning, a 501(c)3 nonprofit learning center whose mission is to create winning futures and careers in community areas most needed at the elementary, junior and high school levels. Your corporate partnership with this event signals the importance of women's contribution to the economic, quality and betterment of life globally. Sponsorship shows support of these outstanding women and support of the next generation of youth.

Join us for the 2017 Career Mastered: Women's Leadership in Action Awards. Tickets, sponsorships, and additional information are available at www.careermastered.com.

Kind regards,

Lisa J. Wicker, PhD, President & CEO

Linwick & Associates, LLC



2017 PLANNED TARGET MARKETS

- North Carolina
- Michigan
- Mississippi

Excel Village is a 501(c)3 non-profit learning center whose mission is to create winning futures and careers in community areas most needed at the elementary, junior-high and high school level. The organization will also offer various training and learning courses for adults. Programs include:

LIFE SKILLS CURRICULUM

To aide in the implementation of a successful mentoring and or life skills program. Winning Futures curriculum includes:

- Workbooks for students (upper elementary, middle school and high school);
- Scripted manuals for mentors, teachers, or staff with lessons, hands-on activities;
- Training manuals and professional assessments; training program for mentors and staff

EXCEL HONORS & SCHOLARSHIP AWARDS

The event will honor student, mentors, sponsors and educators involved in Excel Village, creating winning futures.

- Excel Village Mentor of the Year Award
- Excel Village LaVerne Lindsay Stewart Scholarship Award

CAREER MASTERED WOMEN'S HISTORY LEADERSHIP AWARDS

The event will continue in its 3rdyear in 2017

- Women Leaders Honored
- LaVerne Lindsay Stewart Youth Scholarship

MENTORING

- Excel Village Mentoring will include matching mentors to students.
- Provide mentors with the schools participation and help.

FOR MORE INFORMATION about Excel Village, visit careermastered.com/about/excel-village/, call 1-866.601.4441 or email lisawicker@lwaco.com



IT'S A **POWERFUL** TIME TO BE A **WOMAN!**

About Career Mastered® Iconic. Presence. Power.: Awards & Women's Networks

Career Mastered is the only platform of its kind that combines women's history, recognition awards, networking, talent access, and youth development to accelerate women's careers while making a positive difference and impact on the global business environment.

The mission is to bring powerful women together to support, celebrate and encourage one another's career success while inspiring and supporting future generations.

Career Mastered enhances economic empowerment, education, leadership and professional development among women and girls.

Each year during Women's History Month, Linwick & Associates, LLC, Excel Village, and its sponsors, hosts it's Signature Events: Career Mastered Women's History Leadership in Action Awards, Mastering Your Career Business Roundtable and Talent Meets Marketplace® Career Fair and Brunch with the Masters.



Who should partner with Career Mastered Women's Leadership in Action?

- Companies that value diversity and the inclusion of women leaders.
- Companies who would like to reach professional women to promote their brand, product, or corporate initiative.
- Companies who would like to recruit, retain and develop this demographic.
- Companies that support women's economic growth.
- Companies that want to reach global markets through the power of the Career Mastered Women's Collaborative Networks (CMWCN).
- Companies that believe in supporting youth and next generation leaders.
- Companies that support the communities where they serve and do business.
- · Companies that get it!



Career Mastered® Iconic. Presence. Power. 2017 SPONSOR PACKET

Conference Title

PREMIERE SPONSORSHIP

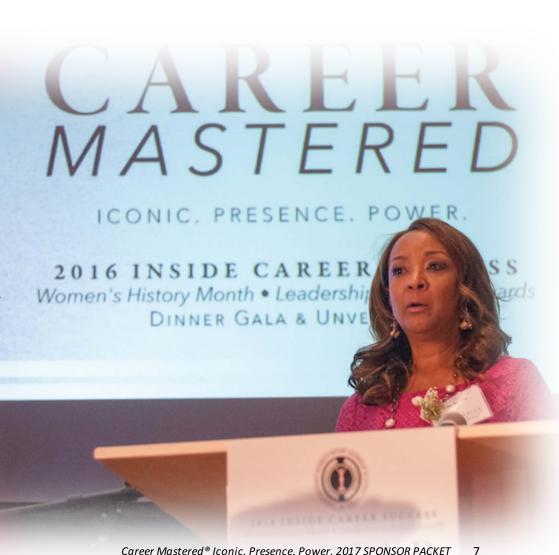
OPPORTUNITY

Career Mastered CONFERENCE TITLE PARTNER......\$50,000
Title Co-Partner\$25,000

Partner Benefits:

The Career Mastered Women's History Leadership in Action Awards Dinner, Pink Carpet Gallery Reception and Talent Meet Marketplace® Career Fair is a women's collaborative whose mission is to enhance career success, bring talent to the marketplace, inspire future generations and provide economic empowerment. 25 Amazing women are recognized annually for their iconic presence, leadership capability and community involvement. A spectacular one-of-a-kind celebration, attendees can't stop talking about the talent and leadership of the women honored.

- Twenty (20) Full conference registrations (10 each co-partner)
- Ten (10) Reserved VIP seating at Awards Gala (5 each co-partner)
- Ten (10) Reserved seating at Awards Gala (5 each co-partner)
- Senior level award presented at the awards gala
- One (1) company hosted seminar
- Seminar panelist opportunity based upon availability
- Up to two (2) 10 x 10 career fair exhibit booths
- One (1) interview booth
- CEO welcome letter in Conference Brochure
- Employer branding in marketing materials, social platforms and website
- Full page, prominent position advertisement in brochure
- Name and logo prominently placed on event signage
- Inclusion in press releases and event programs



Awards Gala

PLATINUM SPONSORSHIP

OPPORTUNITY

Awards Gala Partner\$2	25,000
Co-Partner\$1	2,500

Partner Benefits:

The **Awards Ceremony and Dinner** is the highlight of the Women's History Month Celebration. 25 Amazing women are recognized for their iconic presence, leadership capability and community involvement. A spectacular one-of-a-kind celebration, attendees can't stop talking about the talent and leadership of the women honored.

- Ten (10) Full conference registrations (5 each co-partner)
- Five (5) Reserved VIP seating at Awards Gala (3 each co-partner)
- Five (5) Reserved seating at Awards Gala (3 each co-partner)
- Senior level executive to introduce Mistress of Ceremony
- One (1) company hosted seminar
- Seminar panelist opportunity based upon availability
- One (1) 10 x 10 career fair exhibit booth
- One (1) interview booth
- Employer branding in marketing materials, social platforms and website
- Full page advertisement in brochure
- Name and logo on event signage
- Inclusion in press releases and event programs



Pink Carpet Gallery Reception DIAMOND SPONSORSHIP

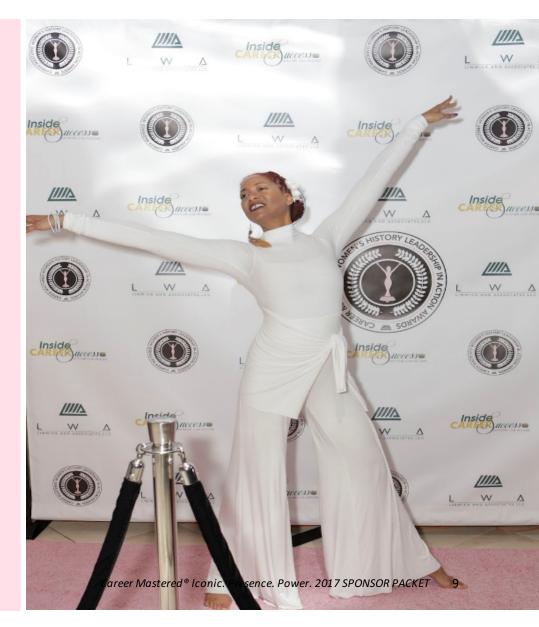
OPPORTUNITY

Pink Carpet Gallery Reception Partner.....\$20,000 Co-Partner.....\$10,000

Partner Benefits:

The **Pink Carpet Gallery Reception** is full of energy and is a highlight of the Women's History Month Celebration. During this reception, attendees network and congratulate the current class of Honorees. A gallery of the Honoree's photos are displayed along with their leadership success quotes. Photos taken of guests during videotaping production and live host for social media interactions.

- Five (5) Full conference registrations (2 each co-partner)
- Three (3) Reserved VIP seating at Awards Gala (1 each co-partner)
- Three (3) Reserved seating at Awards Gala (1 each co-partner)
- Senior level presenter of an award
- One (1) company hosted seminar
- Seminar panelist opportunity based upon availability
- One (1) 10 x 10 career fair exhibit booth
- One (1) interview booth
- Employer branding in marketing materials, social platforms and website
- Full page advertisement in brochure
- Name and logo on event signage
- Inclusion in press releases and event programs



Business Roundtable GOLD SPONSORSHIP

OPPORTUNITY

Business Roundtable & Networking Partner	\$7,000
Co-Partner	\$3,500

Partner Benefits:

Mastering Your Career Business Roundtable was standing room only in 2016. Powerful business women share with other women their victories, challenges and discuss women issues and trends.

- Three (3) Full conference registrations (1 each co-partner)
- Two (2) Reserved VIP seating at Awards Gala (1 each co-partner)
- Two (2) Reserved seating at Awards Gala (1 each co-partner)
- Mistress of Ceremonies introduction at Roundtable by Senior leader
- Seminar panelist opportunity based upon availability
- One (1) 10 x 10 career fair exhibit booth
- One (1) interview booth
- Employer branding in marketing materials, social platforms and website
- Full page advertisement in brochure
- Name and logo on event signage
- Inclusion in press releases and event programs



LaVerne Gardner Lindsay Stewart Scholarship

Rising Star Scholarship SILVER SPONSORSHIP

OPPORTUNITY

Rising Star Scholarship	\$5,000
Co-Partner	\$2.5 <i>0</i> 0

Partner Benefits:

A Rising Star girl is awarded the *LaVerne Gardner Lindsay Stewart*Scholarship as part of the Career Mastered Awards. The purpose of the scholarship is to create winning futures among youth. And inspire future generations.

- Two (2) Full conference registrations (1 each co-partner)
- Two (2) Reserved seating at Awards Gala (1 each co-partner)
- Senior level presenter of an award
- One (1) company hosted seminar
- · Seminar panelist opportunity based upon availability
- One (1) 10 x 10 career fair exhibit booth
- One (1) interview booth
- Employer branding in marketing materials, social platforms and website
- Full page advertisement in brochure
- Name and logo on event signage
- Inclusion in press releases and event programs





Talent Meets Marketplace®

Career Fair Floor Host SILVER SPONSORSHIP

OPPORTUNITY

Talent Meets Marketplace® Career Fair Floor Host......\$5,000

Partner Benefits:

Bringing talent to the marketplace is part of the mission of **Career Mastered**. Meet your next top hire on the career fair floor in a market that has pure talent.

- Two (2) Full conference registrations
- Two (2) Reserved seating at Awards Gala
- One (1) company hosted seminar
- Seminar panelist opportunity based upon availability
- Up to two (2) 10 x 10 career fair exhibit booths
- One (1) Interview booths
- Employer branding in marketing materials, social platforms and website
- Full page advertisement in brochure
- Name and logo on event signage
- Inclusion in press releases and event programs





Talent Meets Marketplace®

Career Fair Café BRONZE SPONSORSHIP

OPPORTUNITY

Talent Meets Market Place® Café Sponsor\$3,500 Career Fair conference attendees will use this space to relax, prepare for interviews, make telephone calls, network, engage on social media and coffee.

Partner Benefits:

- One (1) Full conference registration
- Two (2) Reserved seating at Awards Gala
- One (1) 10 x 10 career fair exhibit booth
- One (1) interview booth
- Employer branding in marketing materials, social platforms and website
- Full page advertisement in brochure
- Name and logo on event signage
- Inclusion in press releases and event programs





Excel Village Center for Learning

Rising Star Scholarship **ESSAY CONTEST**

FOR FEMALE, 5TH TO 12TH GRADE STUDENTS

The contest engages students in learning and writing about career goals and leadership interest.

ESSAY CRITERIA

- Must be 500 words
- Must be a resident of the state of Michigan or North Carolina

PLEASE INCLUDE:

- Name
- Address
- Age
- **Email**
- Phone number
- Name of Parent or Guardian and Phone Number
- Name of School
- School Address
- Principal or Counselor Name
- Résumé
- Career Goal
- Current transcript of grades
- Business or talent

Contest winner for each state will be notified by December 1. Winner will receive the Laverne Gardner Lindsay Stewart \$1000 Scholarship during the 2017 Awards program - [March 1, 2017 - Detroit; March 21, 2017 - Charlotte]



Essays must be submitted by mail to Excel Village Learning Center by October 30, 2016, c/o Linwick & Associates, LLC • P.O. 5132 • Mooresville, NC 28117 Talent Meets Marketplace®

Career Fair Floor **EXHIBIT BOOTHS**

Premier Career Fair Space\$2,000 Prime Location on Career Fair Floor Conference registration NOT included
 Corporate Exhibit
 Non-profit Exhibit\$300 One (1) - 10 x 10 career fair booth Recognized in marketing material as Career Fair Partner Employer branding in marketing materials, social platforms and website Conference registration NOT included





Gala Gift Bag Collateral BRONZE SPONSORSHIP

OPPORTUNITY

Bronze level......\$3,500

Partner Benefits:

- Five (5) Full conference registrations
- Five (5) Reserved seating at Awards Gala
- One (1) 10 x 10 career fair exhibit booth
- One (1) interview booth
- One (1) approved item for gift bags
- Employer branding in marketing materials, social platforms and website
- Full page advertisement in brochure
- Name and logo on event signage
- Inclusion in press releases and event programs



After Glow

BRONZE SPONSORSHIP

OPPORTUNITY

After Glow Celebration Bronze Level......\$3,500

Partner Benefits:

The Afterglow is a time for celebration and networking with the Honorees.

- Five (5) Full conference registrations
- Five (5) Reserved seating at Awards Gala
- DJ and entertainment
- Employer brand visibility
- One (1) 10 x 10 Career Fair booth
- Inclusion in event marketing and promotion
- Full page advertisement in brochure
- Name and logo on event signage
- Inclusion in press releases and event programs

AUDIENCE: Honorees and Attendees networking opportunity and celebration time.



Table **SPONSORSHIP**

OPPORTUNITY

VIP Table Sponsor.....\$1,250 Reserved Seating Table Sponsor.....\$1,000

Partner Benefits:

- Large corporate logo on table during the event and recognized during program
- Eight (8) Reserved seating at Awards Gala
- Eight (8) Pink Carpet Reception tickets



Women to Woman COLLABORATIVE BRUNCH

OPPORTUNITY

A one-of-a-kind, in-store *Brunch with the Masters*. A by invitation only event for Honorees and invited guests to network. Proceeds will be donated *Excel Village Center for Learning*. Date of Brunch will be prior to or after the *Career Mastered Awards*.

- Three (3) Full conference registrations (1 each co-partner)
- Two (2) Reserved VIP seating at Awards Gala (1 each co-partner)
- Two (2) Reserved seating at Awards Gala (1 each co-partner)
- Introductory remarks by Senior leader at Brunch
- Opportunity to provide gifts and prizes
- · Employer branding in marketing materials, social platforms and website
- Full page advertisement in brochure
- · Name and logo on event signage
- Inclusion in press releases and event programs







Talent Meets Marketplace • A Career Mastered Program

SHAPE YOUR OWN CAREER AUDITIONS AND BUSINESS NETWORK

TALENTMEETSMARKETPLACE®

Meet top executives of some of the biggest companies at Talent Meets Marketplace® – the Career Mastered

Do you have a business mindset? Are you creative? Are you passionate about shaping the future of your career? Then you are definitely in the right place!

Get ready to meet corporate executives and leaders to showcase your talents in a one-of a kind problem solving case competition. You will compete for a fascinating summer internship experience at one of the participating companies.

THE DETAILS:

We invite you to Career Mastered Talent Meets
Marketplace - SHAPE YOUR OWN CAREER AUDITIONS
AND BUSINESS NETWORK. Together with experienced
company representatives you will take part in a problem
solving business case competition in areas such as
Technical Data, Coding, Future Trends, Finance, Business,
HR, Marketing.

STUDENT

As a student, you are going to present your ideas and solutions in front of members of the participating sponsoring company. A summer internship will be awarded to the student with the best ideas and presentation. Winning students will be announced and invited to attend the Career Mastered Receptions and Awards Gala that evening.

COMPANY

As a participating company, you will develop your problem solving business case (we will provide guidelines), provide three company judges for the auditions, select the student(s) you will choose for summer internships, provide the offer to the student(s) that day, attend the Career Mastered Reception and Awards Gala. Bronze sponsorship is required for this participation. \$3,500.

APPLICATIONS AND PRESENTATIONS

Student applications will be available online at www.careermastered.com and at selected universities until October 15, 2016. Company Business Cases will be provided to those students selected to compete by Jan 2, 2017 with a deadline for completion and submission by Jan 31, 2017. Presentations will be made to Corporate representatives on March 1 in Detroit and March 21 in Charlotte.

General CONFERENCE INFORMATION

CAREER MASTERED FULL REGISTRATION INCLUDES:

• Talent Meets Marketplace® Career Fair, Seminars, Roundtable,

Reception, Awards Gala & After Glow \$125

Awards Gala & Reception Only \$100

• Talent Meets Marketplace® Career Fair,

Roundtable & Seminars \$35

Awards Gala Tables/ Ticket Prices [Table of 8]

•	VIP Table [\$1,250 per table]	\$125 per seat
•	Reserved Table [\$1,000 per table]	\$100 per seat
•	Non-profit [\$800 per table]	\$80 per seat
•	Student	\$65 per seat

Full Registrations – Employee Group Rates

•	10 employees	5% discount
•	10 – 20 employees	10% discount
•	21- plus employees	15% discount

CAREER MASTERED PROMOTIONAL OPPORTUNITIES

Conference Bags
Portfolios
\$3,000 (your name affixed)
\$4,000 (your name affixed)



CONFERENCE SCHEDULE – MARCH 1, 2017

 $Note: This\ program\ will\ be\ updated\ on\ our\ website\ regularly.\ Logon\ to\ \underline{www.careermastered.com}\ for\ current\ details\ and\ schedule.$

Career Mastered 2017
Women's History Month
Leadership in Action Gala
Dinner Awards and Talent
Meets Marketplace
Symposium

It's A Powerful time to be a Woman! Honoring Trailblazing Women in Labor and Business

Our World is constantly changing. As Women, our role and understanding of the needs and demands of society are vital in playing a significant role in impacting the sustainability and growth within our industry and the World! It is a powerful time to be a woman! Today is the day and now is the time. In our third year, we are continually growing. Our 2017 conference is being held in the great cities of Detroit and Charlotte. We will focus on women's will to grow and support one another while also embracing the need to continue to support and embrace future generations. That's is why proceeds from this event directly support **Excel Village Center for Learning**. The 2017 Symposium is expected to be our biggest one yet! We are excited to see you there. Register today at www.careermastered.com to reserve your spot.

TALENT MEETS MARKETPLACE SYMPOSIUM

Wednesday, March 1, 2017

8am - 5pm - Registration

8am - 1pm - Career Cafe Opens - 8am-1pm

8am - Career Mastered Boutique Opens

9am - 1pm - Talent Meets MarketPlace® Career Fair Tech/Data/Coding/Finance/Arts/Business: Talent Meets Marketplace Auditions - Shape Your Own Career 1:15pm - Symposium Welcome and Keynote Address

CONCURRENT SESSIONS

2pm - 3pm Concurrent Sessions Learning Tracks

- Women & Leadership
- Career Planning Entrepreneurial/Corporate America
- Brand Presence Women's Competitive Landscape

Track 1 - It's A Powerful Time to Be A Woman! The Top 10 Leadership Tips to Accelerating Women's Careers

Track 2 - Leveling Up! Career Strategies that Win Entrepreneurial Track • Corporate America Track (Profit/Non-Profit)

Track 3 - Iconic. Presence. Power.

Mastering the Power of Your Brand

Track 4 - Women's Competitive Landscape:

Women in Science Technology Engineering & Math (STEM) • Women in Finance, Arts, Business (FAB)

MASTERING YOUR CAREER BUSINESS ROUNDTABLE

3:15pm - 4:45pm - Woman-to-Woman Table Talk 5pm - Symposium Closes

RECEPTION, GALA DINNER AWARDS & AFTER GLOW

5pm - Career Mastered Pink Carpet Gallery Reception Opens 5:45pm - Career Mastered Awards Gala Doors Open 6pm - Career Mastered Awards Program Begins 8:30pm - After Glow Begins 12am - Program Closes







2017 NOMINATION FORM DETROIT

Today's women leaders are Game Changers. They take charge of their careers and take charge of their futures. These women have made their mark in business and are exceptionally strong role models of what a woman can do. Giving recognition to these deserving women will inspire future generations. The award, Career Mastered: Women's Leadership in Action, celebrates history by taking a look inside of successful women's careers, to enhance the process of women

inspiring and encouraging one another. Women who have mastered their careers reveal exceptional stories and

provide an expansive vision

about women's success. AWARD CRITERIA

- Be female
- Demonstrated leadership in career
- Iconic
- Difference maker
- Community presence
 Symbol of power and
- Symbol of power influence
- Exceptional role model of what a woman can do
- Inspire future generations

WOMEN'S LEADERSHIP IN ACTION AWARD

Women may nominate themselves or another woman they believe is deserving of this honor. Please complete this form and the essay, and return to:

Linwick & Associates LLC • 535 Griswold, Suite 111-292, Detroit, MI 48226 Fax to: 1.866.486.2151

SECTION I: NOMINEE INFORMATION

Nominee Signature_

E-mail Address

Nominee	
Address	
Telephone	
E mail Addross	

Please include a statement (no more than 250 words) describing why you (if you are nominating yourself) or your nominee (if you are nominating someone else) should receive the Women's Leadership in Action Award.

*Please note that as this is a writeable form, typed signatures will be accepted. By typing your name in the signature line you agree to the terms of release as stated below.

I consent to the accuracy of the information contained in this nomination form. I understand that my application and supporting information become the property of Linwick & Associates upon submission, which shall have sole discretion in using these materials for the purpose of publicizing the Women's History Month Leadership in Action Awards program.

Date	
SECTION II: NOMINATOR INFORMATION (if different from nominee)	
Nominator	
Address	
Telephone	

You may also submit your nomination using our online form.

Visit www.careermastered.com for details.

For more information, please contact LaTanya Orr at 1-866-601-4441.

CAREER MASTERED

ICONIC. PRESENCE. POWER.

Women's History Month 2017 Leadership in Action Awards INDICATE YOUR SPONSORSHIP COMMITMENT

\$50,000
\$25,000
\$25,000
\$12,500
\$20,000
\$10,000
\$7,000
\$3,500
\$5,000
\$2,500
\$3,500
\$1,250
\$1,000

SPONSORSHIP COMMITMENT FORM

Make check payable to: Excel Village Center for Learning.

Thank you. Your sponsorship is tax deductible. Excel Village Center for Learning is a 501(c)3 non-profit organization. Tax ID No. 47-4185353

Career Mastered® Iconic. Presence. Power. 2017 SPONSOR PACKET



CORPORATE PARTNER INQUIRIES

Linwick & Associates, LLC LaTanya Orr Lendell McEwen LaVonne Turner 1-866-601-4441 www.careermastered.com





Linwick & Associates, LLC is certified as a women's business enterprise by the Women's Business Enterprise National Council (WBENC), the nation's largest third-party certifier of the businesses owned and operated by women in the U.S.



CAREER MASTERED®

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