



CAREER
MASTERED

ICONIC. PRESENCE. POWER.

*Sponsorship
Opportunities* 

CAPACITY

WOMEN SHATTERING THE LIMITS - NOW!

WOMEN'S HISTORY MONTH 2021

7TH ANNUAL LEADERSHIP IN ACTION AWARDS &
TALENT MEETS MARKETPLACE BUSINESS DIVERSITY SUMMIT

VIRTUAL EDITION | MARCH 23, 2021

Benefitting Excel Village 501(c)3



Event Overview

On March 23, 2021, **Career Mastered** will host its annual Business Diversity Summit and honor women who take charge of their careers and take charge of their futures while supporting other women along the way.

These women have mastered their work and have learned the necessary steps to move ahead and build a successful career. They have made their mark in business and are exceptionally strong role models of what a woman can accomplish. Adorned by the annual **Leadership in Action Awards** presentation and celebrating the Iconic. Presence and Power achievement of global diverse visionary women, this is the premiere executive leadership diversity event for women business leaders.

Each March, during *Women's History Month*, we celebrate and acknowledge the victories, challenges and stories of 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. If you are about the business of advancing your global leadership –

CAPACITY: WOMEN SHATTERING THE LIMITS NOW!

be at the center of it all when you take your partnership to the next level during **Career Mastered Iconic. Presence. Power. 2021 Business Diversity Summit**. Embrace the opportunity to engage with thought leaders, firebrands, extraordinary business women. **Career Mastered** invites your partnership in celebration of *Capacity, Women Shattering The Limits – Now! A full day of thought-provoking content to advance women's leadership.*

We are thrilled to honor amazing and inspiring women who have made history and placed their mark on the business community. 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.

Additionally, each year we provide scholarships to rising star girls who demonstrate excellence and are making career strides. Proceeds from the awards gala 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 our **Virtual Edition, 2021 Business Diversity Summit and Leadership Awards**, shows the importance of women's global contribution to the economic, quality and betterment of life. Sponsorship shows support of these outstanding women and support of the next generation of youth.

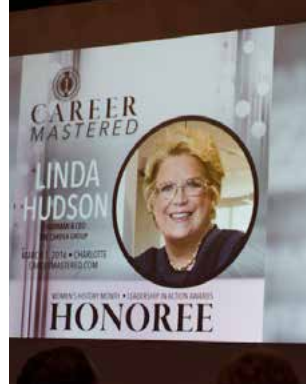
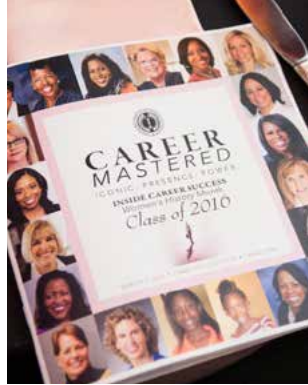
CAREER MASTERED

2021 Sponsorship Opportunities

YOUR CAREER MASTERED 7TH ANNUAL EVENT SPONSORSHIP OPPORTUNITIES:	TITLE \$25,000	PRESENTING \$20,000	PLATINUM \$12,000	GOLD \$10,000 (x 2)	BRONZE \$5,000 (x 3)	AFFINITY \$2,500*
Women's History Leadership Gala Awards Program Sponsor	X					
Big Name Speaker Branding	X					
Fifteen (15) Conference Registrations	X					
Pink Gallery Reception Sponsor		X				
Ten (10) Conference Registrations		X				
Opening White Party/Ribbon Cutting Sponsor			X			
Seven (7) Conference Registrations			X			
Advancing Women's Leadership Diversity Summit Title Sponsor				X		
Five (5) Conference Registrations				X		
Excel Village Scholarship Awards Sponsor					X	
1 Awards Show Executive Speaker	X					
1 Opening Remarks Executive Speaker		X				
1 Executive Speaker			X	X	X	
2 Panelists during Summit	X	X	X			
Four (4) Conference Registrations					X	
1 Commercial during Awards Program	X	X	X	X	X	
Prominent branding throughout the Summit	X	X	X	X	X	X
Inclusion in Welcome Letter of Summit information	X	X	X	X	X	X
Two (2) Conference Registrations						X
Participation in 7th Year Ribbon-Cutting Ceremony	X	X				
Full Page, Full Color Front Inside Cover Ad Placement Guarantee in the March 2021 Career Mastered Magazine	X					
Full Page, Full Color Back Cover Ad Placement Guarantee in the March 2021 Career Mastered Magazine		X				
Full Page, Full Color Back Inside Cover Ad Placement Guarantee in the March 2021 Career Mastered Magazine			X			
Full Page, Full Color Ad Placement in the Career Mastered Magazine				X	X	X
1 year Corporate Career Mastered Membership	X	X	X	X	X	X
Logo on Career Mastered Website	X	X	X	X	X	X
1 Website Advertisement	X	X	X	X	X	X
1 Newsletter Advertisement	X	X	X	X	X	X
4 (quarterly) complimentary print & digital magazines in 2021	X	X	X	X	X	X
Recognition on Social Media (Instagram, LinkedIn, Twitter, Facebook)	X	X	X	X	X	X
Newswire Press Release	X	X	X	X	X	X

*AFFINITY - WOMEN'S ASSOCIATION SPONSORSHIP - To be eligible for this sponsorship, only women's associations or affinity groups will be considered.





ADVANCING TODAY'S GLOBAL CAREER WOMAN

CAREER MASTERED

Career Mastered Magazine is the premiere women's leadership and career advancement publication focused on corporate and entrepreneurial business women professionals. **Career Mastered Magazine** keeps its readership abreast of the changing landscape and trends of Corporate America as well as Entrepreneurial Business World. Your partnership with our **2021 Business Summit** provides you with an exclusive advertising opportunity. **Please call the office for rates, 1-866.601.4441.**



Rates & Mechanical Specifications

RATES ADVERTISING RATE CARD	1X	2X	4X
Full Page	\$10,000	\$8,258	\$7,089
1/2 Page	\$5,000	\$3,258	\$2,089

*Rate Base 150,000

Page Size	Bleed	Live Safety/Non-Bleed	Trim
Full Page	8.25" x 10.75"	7" x 10"	8" x 10.5"
1/2 Vertical	4.125" x 10.75"	3.75" x 10"	3.875" x 10.5"
1/2 Horizontal	8.25" x 5.375"	7.125" x 4.625"	8" x 5.125"
2pg Spread	16.25" x 10.75"	15" x 10"	16" x 10.5"

PUBLICATION TRIM SIZE: 8" x 10.5" (allow 0.5" safety from trim for live matter).

GUTTER SAFETY: Headlines/Body Text—0.25" each side of gutter, to provide 0.5" total separation for spreads.

MIRROR IMAGES: No mirror images in spread without prior approval.

FILE FORMATS ACCEPTED: High resolution - 300 DPI - digital file type: PDF ONLY.
All digital pdf files must conform to 4-color CMYK or Black/white grayscale specifications.

*Standard advertising rates.

CAPACITY: WOMEN SHATTERING THE LIMITS - NOW!
SPRING 2021 ISSUE



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.

Our 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.



Demographics

30-65

Core Female
Reader Age Group

85K+

Median
Annual Salary

50%

Monthly Visitors
@careermastered.com

95%

Employed or Own
their Own Business

200+

Iconic, Powerful
Women Honored
to Date

850M

Media Impressions
#careermastered

100%

Honorees are at the
Director/VP/President/
CEO levels

20K+

Social Media
Following
/careermastered

10K+

Facebook Group
Members
/careermastered

80%

Women are
College & Post
Secondary Degrees



Our Approach to Leadership

ICONIC. PRESENCE. POWER.

Honorees from across the globe will virtually attend the **2021 Career Mastered Awards** and Talent Meets Marketplace Business Diversity Summit. These women represent very diverse profiles in terms of geography, age, education and industry.



Creating a 360° Experience

1

MAGAZINE

Women's History Month
Powerful Women Leaders
Career Success Resources &
Awards recap

2

TELEVISION

Awards Live Streaming
STEM-Fab College
Streaming

3

COMMUNITY

In-Person & Virtual Empowerment Seminars
Leadership Development • Marketplace Expo
Youth Development Scholarship
Youth Mentoring

4

EVENTS

Leadership Awards
"I am Her" College Tour
In-Person & Virtual
Power & Worth Mixology
Talent Meets Marketplace Summit
STEM-FAB Competition

5

DIGITAL/ SOCIAL CAPITAL

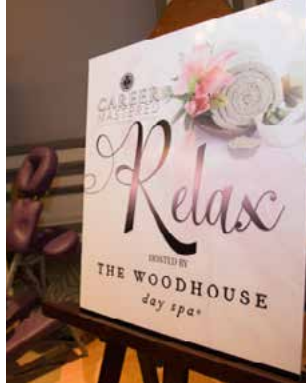
Career Mastered Member-
ships
Facebook Women's
Closed Group 1.6K
Career Mastered Facebook
5.7K
Twitter/Instagram/LinkedIn
Hashtag #careermastered

6

MOBILE

Text Alerts • Text to Win
Video Postcard






Thank You!
CORPORATE PARTNER INQUIRIES:
Linwick & Associates, LLC
LaTanya Orr
Lendell McEwen
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.



CAREER MASTERED

ICONIC.PRESENCE.POWER.

INDICATE YOUR SPONSORSHIP COMMITMENT

DEADLINE FEBRUARY 5, 2021

See detailed sponsor opportunities
on page 3 of this packet.

☐ **TITLE
SPONSOR \$25,000**

☐ **PRESENTING
SPONSOR \$20,000**

☐ **PLATINUM
SPONSOR \$12,000**

☐ **GOLD SPONSOR
\$10,000 (x 2)**

☐ **BRONZE SPONSOR
\$5,000 (x 3)**

☐ **AFFINITY -
WOMEN'S ASSOCIATION
SPONSOR \$2,500**

To be eligible for this sponsorship,
only women's associations or affinity
groups will be considered.

WOMEN'S HISTORY MONTH LEADERSHIP IN ACTION - 7TH ANNUAL AWARDS & TALENT MEETS MARKETPLACE DIVERSITY BUSINESS SUMMIT *Virtual Edition • March 23, 2021*

Please print.

Organization _____

Contact Person _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

ENCLOSED IS A CHECK FOR: \$ _____

A CHECK WILL BE MAILED ON: DATE _____

SIGNATURE: _____

DATE: _____

Make check payable to: Linwick & Associates, LLC

Your signature constitutes a contractual agreement to remit in full your
chosen sponsorship fees within the respective time frame presented.
Payments are nonrefundable.

**EVENT TICKETS MAY BE PURCHASED ONLINE AT
www.careermastered.com**

RETURN FORM BY FEBRUARY 5, 2021 TO:

Linwick & Associates LLC
P. O. Box 5132, Mooresville, NC 28117
Fax to: 1.866.486.2151

OR complete the online form at
www.careermastered.com

For more information, please call 1-866-601-4441.

Thank you. *Excel Village Center for Learning* 501(c)3 scholarships and
student sponsorships are tax deductible.