



  
EMPOWERING  
WOMEN  
*in industry*

**2024 MEDIA KIT**



**@womeninind**  
**@empoweringwomeninindustry**  
**Empowering Women in Industry Group**  
**[www.empoweringwomeninindustry.com](http://www.empoweringwomeninindustry.com)**



## OUR STORY:

Our goal is to connect, educate, and empower women. For many of us, we learned to navigate a male-dominated industry without female role models or a community to lean on. We want to use our network to come together to share experiences, expertise, to help women become more efficient empowered leaders. Many women leave the industry for various reasons; some are forced to choose between a career and family life, while others have first-hand experience with the 'glass ceiling' – consistently facing obstacles as they try to climb the corporate ladder. Without support, growing in your career is hard. We have a long way to go, but we believe women in leadership will develop and implement the solutions to the many issues that still need to be addressed. Our team wants to empower you to be YOUR BEST SELF! When this happens, you can stay motivated to work toward your dreams and accomplish the goals you set for yourself. We want to work together with you. Help us Empower Women in Industry.

## OUR MISSION:

Our mission is to Connect, Educate, and Empower Women that will not only inspire the next generation of leaders, but provide a community for those who are currently leading. We are passionate about building women up and advocating for them no matter where they are at in their individual journeys. We bring women together to discuss the opportunities and challenges of today as well as learn skills to strengthen our voices as Women! By leveraging our community and events, we elevate women both personally and professionally who then take those skills to make a greater impact across the globe.

## OUR VISION:

Our vision is to help women advance in their profession and build a future generation of women in leadership. There is not always a seat at the table where women's ideas can be heard and understood. We will stand together and make sure we equip ourselves and others with the tools needed to use our voices and skills to create positive change in our industries.

# CONNECT EDUCATE EMPOWER



**CHARLI K. MATTHEWS**  
*Founder & CEO*



**REBEKAH MECHTENSIMER**  
*Chief of Staff*



**VINCE MARINO**  
*Director of Business Development*



**MALLORIE BOWLING**  
*Graphic Design & Digital  
Media Manager*

## a message from *our founder*

"Empowering women isn't solely about breaking barriers; it's about forging paths of strength, resilience, and purpose. As we uplift one another and provide resources and knowledge sharing, we amplify a collective voice in progress, shaping a future where each challenge transforms into an opportunity." - CHARLI K. MATTHEWS, Founder & CEO

Contact us to learn more! Email Charli K. Matthews at [charli@empoweringwomeninindustry.com](mailto:charli@empoweringwomeninindustry.com) for more information.

# REACH YOUR AUDIENCE

## ABOUT OUR COMMUNITY

In today's business and marketing climate it's imperative to develop strategies to reach your target audience regardless of where they are. Engage with your audience across a variety of platforms! Empowering Women in Industry's engaged audience can help you do that.

Empowering Women in Industry's community is truly one of a kind. Our community is made up of website visitors, eNewsletter subscribers, social followers, event attendees, and podcast listeners. Our audience will help you get in touch with the right women in industry to help you grow your business.



## our stats



**350K+**

Annual Social Media Impressions



**1.8K+**

eNewsletter Subscribers



**13K+**

Annual Website Users



**29K+**

Annual Social Media Exposure\*



**1K+**

National Conference Attendees

\* Influencer channels through Charli K. Matthews



## OUR TOP MARKETS

- Construction
- Industrial
- Water/Wastewater
- Manufacturing
- Oil & Gas
- Energy

## LINKEDIN AUDIENCE

- Manufacturing
- Marketing, Advertising & Consulting
- Information Technology
- Oil & Gas
- Construction
- Civil Engineering
- Higher Education
- Non-Profit
- Environmental Services
- And Others

## POSITIONS/JOB TITLES

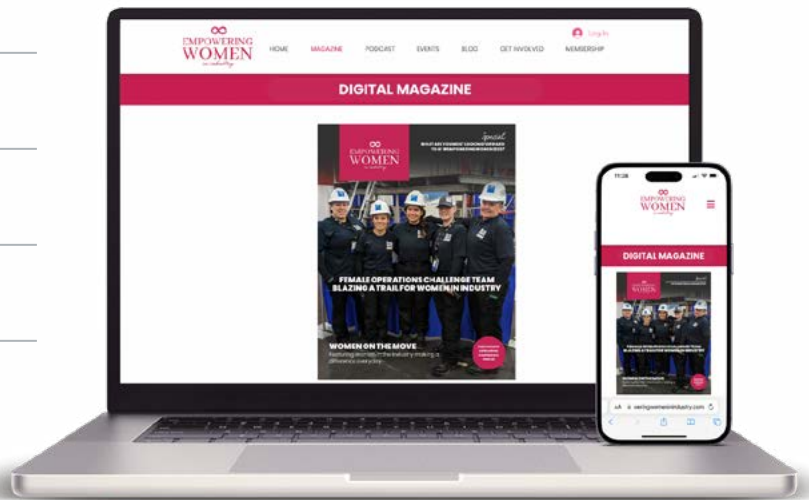
- Tradeswomen
- Engineers
- Sales & Marketing
- Human Resources
- Entrepreneurs



# DIGITAL MAGAZINE

In our mission to Connect, Educate and Empower the Women in Industry Community while distributing the right content to the right audience at the right time. Empowering Women in Industry has developed a special digital publication that gives you the best of digital media, but has the feel of a magazine. These custom publications will be created and distributed for select audiences as well as key industry events. With a digital magazine format, we're also able to incorporate videos into our issues to create an engaging and interactive experience for our reader and for those looking to advertise in a creative way.

AD FORMATS	RATES
COVER STORY	\$6,000
FULL PAGE 8.5" x 11"	\$3,000
1/2 PAGE HORIZONTAL 8.5" x 5.5"	\$1,750
BRAND SPOTLIGHT	\$500
PREMIUM SPOT	+15%



## ISSUES & DEADLINES

In 2024, there will be four digital issues: January, April, July, and October.

### JANUARY

Editorial: Dec 1  
Artwork: Dec 15

### APRIL

Editorial: Mar 1  
Artwork: Mar 15

### JULY

Editorial: June 1  
Artwork: June 15

### OCTOBER

Editorial: Sept 1  
Artwork: Sept 15

## AD SPECS

Color Mode: RGB

Resolution: 300 dots per inch (DPI)

Full-Page Sizing: 8.5 inches wide, 11 inches tall

Half-Page Sizing: 8.5 inches wide, 5.5 inches tall

Embedded Video: Mp4 File Format, under 100 Megabytes



2024 will mark our sixth annual Empowering Women in Industry Conference and Awards Gala! We are so excited to be back in New Orleans for the event. Join us on October 10, 2024 to learn and network with the best women you will find in the industry. This one-day event is truly one of a kind. We will spend the day listening to keynote speakers and hold interactive discussions centered around our theme #IgniteInspiration. The evening will be spent celebrating Empowering Women Award Winners and feature everyone's favorite industry fashion show!

**Sponsorship Opportunities Available!**

## ABOUT THE EVENT

Back for its 6th year, the popular #EmpoweringWomen2024 event is set to be even bigger and better in New Orleans with virtual attendance available through the downloadable and free Whova App. #EmpoweringWomen2024 is more than an educational conference. The 1-day conference features a full day of lectures, discussion panels and interactive breakout sessions covering topics including mentoring and workforce development, negotiations, understanding strengths, becoming an industry influencer and ends with a Fashion Show highlighting functional workwear and PPE for women in the workforce followed by an awards gala to celebrate some of the many women making an impact in industry.

## EXPECTED AUDIENCE

200 Women looking to advance in their careers.

## AVAILABLE SPONSORSHIPS

### EXCLUSIVE LEVEL SPONSORSHIP - \$20,000

- Presenter Spot – Main Stage
- Sponsor Table at Conference (15 tickets)
- Exhibitor Table
- Promotional item in welcome bags
- Award Presenter
- Logo in Program and Conference Graphics
- Mention during Conference
- Listed on EmpoweringWomeninIndustry.com & email Promotions
- Mentions through the Empowering Women & Empowering Pumps social media channels
- Virtual Monthly Meet-up Speaker 2x
- Interview spot on the Empowering Women in Industry Podcast
- Ambassador member spot

### GOLD LEVEL SPONSORSHIP - \$15,000

- Presenter Spot - Breakout Session
- Sponsor Table at Conference (10 tickets)
- Exhibitor Table
- Promotional item in welcome bags
- Award Presenter
- Logo in Program and Conference Graphics
- Mention during Conference
- Listed on EmpoweringWomeninIndustry.com & email Promotions
- Mentions through the Empowering Women & Empowering Pumps social media channels



## SILVER SPONSORSHIP – \$10,000

- (5) Conference Passes
- Logo in Program and Conference Graphics
- Mention during Conference
- Listed on EmpoweringWomeninIndustry.com & email Promotions
- Mentions through the Empowering Women & Empowering Pumps social media channels

## BRONZE SPONSORSHIP – \$6,500

- (2) Conference Passes
- Logo in Program and Conference Graphics
- Listed on EmpoweringWomeninIndustry.com & email Promotions
- Mentions through the Empowering Women & Empowering Pumps social media channels

## MORE SUPPORTING SPONSORSHIP OPPORTUNITIES

### MEET THE SPEAKERS DINNER – \$3000

Meet & Greet, Networking Hour

### PROFESSIONAL HEADSHOTS – \$2000

Corporate headshots can make a great first and lasting impression

### BOOK SPONSOR – \$2000

Each participant will receive a book. Sponsor can design bookmark to be included.

### AWARD SPONSOR – \$2000

Sponsor of one award with opportunity to present the award during the awards ceremony

### FASHION SHOW SPONSOR & EXHIBITOR TABLE – \$2000

Showcase your brand during the event and scheduled networking times

### EXHIBITOR TABLE – \$2000

Tables will be step up during conference and will be open to attendees during scheduled networking times

Contact *Charli* today to secure your sponsorship: [charli@empoweringwomeninindustry.com](mailto:charli@empoweringwomeninindustry.com)



# CAMPAIGN CALENDAR



	CAMPAIGNS	EVENTS	SPECIAL PROMO
Q1	JAN Goal Setting, Career Growth & Development	World of Concrete, Women in HVACR	<b>Digital Magazine, Members Spotlight</b>
	FEB Engineering, STEM, Innovation	<b>EWii In-Person Meetup</b>	#Eweek2024, #GirlDay2024, National Women Inventors Month
	MAR Digital: Innovation and technology for gender equality, Pay Gap	Momentum Biennial Leadership Conference	International Women's Day, #IWD2024, #WomensHistoryMonth, #WICWeek, #WICWeek24
Q2	APR Sustainability, Creating a Better Future	<b>EWii In-Person Meetup</b> , Texas Water, MFG 2024 by AMT, WEN Conference, Energy 2.o, AL/MS Water Joint Annual Conference, 2024 Coastal Bend Women in Industry Conference	<b>Digital Magazine</b> , #WaterWeek, #NationalWeldingMonth, #EarthDay
	MAY Mental Health, Being a Working Mom, Nurturing Mind, Body & Spirit	WiM Colorado   Overcoming Major Challenges, WOMEN OF ATPS	#NationalSkilledTradesDay, Mental Health Awareness Month, National Women in Aerospace Day
	JUN Safety, PPE, Women's Workwear, Gender Equality, Equity	<b>EW Model Call</b>	#NationalSafetyMonth, #INWED24, #PrideMonth
Q3	JUL Imposter Syndrome, Financial Planning, Technology, AI	WiM Summer Conference, Women Impact Tech Seattle 2024	<b>Digital Magazine</b>
	AUG Skilled Trades in Manufacturing, Challenges/Wins for Women in the Workforce	NAWIC, WiM Moms in MFG	#InventorsMonth
	SEP Skilled Trades, Safety, PPE, Personal Branding, Sales & Marketing	Women of TPS Luncheon, IMTS, WiM Summit	National Tradesperson Day
Q4	OCT Innovation, Engineering, Leadership	<b>Empowering Women in Industry</b> , WE24, Midwest Women in Safety Conference	<b>Digital Magazine</b> , #EmpoweringWomen2024, #MFGDay
	NOV Engineering, STEM, Talent Retention, Interview Tips, Human Resources	Space Gala, Women of SWPA, EPIC 2024, <b>EWii In-Person Meetup</b>	#STEMDay
	DEC Entrepreneurship, Growing your Business, Personal Branding	<b>Vision Board Planning</b>	#StrategicPlanning

CONTACT CHARLI K. MATTHEWS, CHARLI@EMPOWERINGWOMENININDUSTRY.COM IF YOU HAVE ANY QUESTIONS ABOUT THE CAMPAIGN CALENDAR OR IF YOU ARE INTERESTED IN BECOMING A CONTRIBUTOR

\*THERE WILL BE FOUR EMPOWERING WOMEN IN INDUSTRY DIGITAL MAGAZINES RELEASED IN 2024:

JANUARY, APRIL, JULY & OCTOBER | LAST UPDATED AUGUST 2023



# VIRTUAL & REGIONAL EVENTS



## **Mentorship Circles**

First Monday every Month • Virtual

## **Empowering Women in Industry Virtual Meet Up**

First Wednesday every Month • Virtual

## **Empowering Women in Industry Book Club**

Second Monday every Month • Virtual

## **EWii In-Person Meetup**

February 2, 2024 • District Room • Tuscaloosa, AL

## **EWii In-Person Meetup**

April 8, 2024 • Fort Worth, TX

## **Empowering Women in Industry Model Call**

June 2024 • Virtual

## **Empowering Women in Industry Conference & Gala**

October 10, 2024 • New Orleans, LA

## **EWii In-Person Meetup**

November 12, 2024 • Golden, CO

## *Networking Sponsorship*

**Sponsor one of our local events to network with our community outside of the annual conference. Contact, [Charli@empoweringwomeninindustry](mailto:Charli@empoweringwomeninindustry) for more information.**



# BECOME A MEMBER TODAY.

## Our Vision

Our vision is to help women advance in their profession and build a future generation of women in leadership. There is not always a seat at the table where women's ideas can be heard and understood. We will stand together and make sure we equip ourselves and others with the tools needed to use our voices and skills to create positive change in our industries.



As an Empowering Women in Industry member you will have exclusive access to connect with some of the top leaders in the industry. Our network includes people from all walks of life and career paths empowering each other to become the best version of themselves. If you are looking to expand your network all while developing yourself both personally and professionally our membership is the perfect choice for you. Regardless of the membership package that you choose, you will receive:

- ✔ Online membership directory for Empowering Women community & customized individual profile
- ✔ Member-only access to virtual events and resources with experts and leaders in our community
- ✔ Access to all on-demand videos of speakers for virtual meet-ups and conference sessions
- ✔ Ability to use the “Proud Member of Empowering Women in Industry” logo
- ✔ Opportunity to serve on one of our various committees
- ✔ Opportunity to be featured in our magazine
- ✔ Discounted rates on affiliate member courses, books, and other promotional items

## Friend

\$195

- ✔ 20% discount on (1) ticket to Annual or Local Conference
- ✔ Discounted rate for leadership course
- ✔ Access to job opportunities board

## Advocate

\$595

- ✔ 30% discount on up to (3) tickets to Annual or Local Conference
- ✔ Access for up to (3) people to leadership course
- ✔ Access to post up to (3) job listings on our job opportunities board
- ✔ (1) Virtual webinar/presentation that can be shared in members-only portal
- ✔ Listed as an Advocate Sponsor on the website and promotions

## Ambassador

\$2,250

- ✔ 50% Discount on up to (10) tickets to Annual or Local Conferences
- ✔ Membership for up to (10) employees
- ✔ Access for up to (10) people to leadership course
- ✔ Access to post any time on job opportunities board
- ✔ (1) Virtual meet-up speaking opportunity
- ✔ Listed as an Ambassador Sponsor on the website and promotions
- ✔ Special recognition in monthly eBlasts



# THE EMPOWERING WOMEN PODCAST

The Empowering Women Podcast is a production of the Empowering Women in Industry organization. We aim to bring the stories of inspiring career women to inspire and encourage the next generation of leaders. In particular, we highlight women in male-dominated fields (such as engineering, manufacturing, construction, etc.), and seek to bring some of the more difficult conversations around workplaces sexism and bias to an open space for exploration.



**20k+**  
**downloads**

Sponsorship opportunities available.

For more information, email  
[Charli@empoweringwomeninindustry.com](mailto:Charli@empoweringwomeninindustry.com)



## OUR HOST

*Shannon Bumgarner*



# What does Empowering Women in Industry Mean to You?

*From our Steering Committee*



## **Stephanie Hajducek:**

Empowering Women in Industry has been instrumental in my growth as a woman in industry! It's made me realize that not only do I want to be an empowering woman, but I also want to empower the next generation of female leaders.



## **Jenny Crozier:**

What is an Empowered Woman? An empowered woman embraces all aspect of herself and uses her strengths to help herself, and others, while using her weaknesses to learn. An empowered woman is not afraid to step outside of her comfort zone, to lift others, to admit mistakes, to succeed, or to charge headfirst towards her goals. An empowered woman knows the importance of being part of a group of other like-minded women who are ready to challenge and change the world.



## **Lauren Dreher:**

Empowering Women in Industry has truly provided a community. It is full of supportive women from different walks of life, backgrounds, skill sets, and areas of interest. Most of all, it is full of women who are able to provide lots of support, encouragement as well as a different perspective. These women provide a fantastic network, a support system, and are always looking to grow. They are always willing to support and connect how they are able.



## **Amy Roosa:**

Joining Empowering Women in Industry, has kept me focused and motivated on not only my professional goals but personal goals too. It's rare to find a group like this, that supports and cheers each other's accomplishments as if they were our own.



