



#GirlsClub boasts  
**70+ percent**  
promotion rate for  
aspiring  
managers!

*#GirlsClub*

Exclusive 6-Month Certification Program  
Overview

# What Is #GirlsClub?

## Our Mission

#GirlsClub is committed to changing the face of sales by empowering more women to earn roles in leadership - helping reverse the zero-growth trend of women leaders in sales. We make a difference by training women to earn management positions, building their self-confidence and providing a support community of peers, mentors, and role models. Our six-month exclusive certification program includes:

- Tactical sales management job training
- 1:1 female & male mentors
- Confidence-building curriculum
- Opportunities to grab the spotlight
- A community that empowers risk taking

## Our Values

We value inclusion, education, hard work, and spirit.

We believe in the power of role models and integrity as passionately as we do authenticity and imperfection.

We are initiative-takers, people-developers and esteem-builders. We hold true that opportunity is abundant, and a community of support and encouragement will shine a light into corners where scarcity may still exist. We celebrate trail blazers, risk takers, working moms, and every single woman in the World who listened to her little voice that said, “More” and then went and then raised her hand to get it.

## Our Vision

#GirlsClub is synonymous with extraordinary talent, inclusion, and men and women leaders who give back. Our members never feel alone, and our graduates feel unstoppable. We have impacted millions by inspiring risks, building confidence, educating, and including. The #GirlsClub logo helps men and women make decisions about who to hire, where to work, and what partners are preferred. Together we are stronger.

We must do more to empower and connect women in sales careers and #GirlsClub focuses on that exactly.

I'm ecstatic that #GirlsClub is here to provide guidance and help young women navigate the challenges as they pursue the upside in their sales careers.

#GirlsClub is an invaluable resource for woman at any level of her career.

**CASSIE FIELDS**  
Fieldedge, Mentor

## Our Story

After spending 20 years in technical sales leadership, #GirlsClub founder Lauren Bailey knew firsthand the struggle of being the only female sales leader.

Tired of talking about the lack of women in leadership, she committed to take action and fix it.

She started with her Factor 8 Management training, and then layered in critical confidence building work, mentors, role models, and more. #GirlsClub (originally named "Bad-ass women of sales") quickly went viral.



Companies supported the initiative, leaders bought seats for women on their teams, Men signed up to mentor.

Today we have several thousand in our community and over 100 certified graduates. We proudly boast an over 70% promotion rate of Rep-level graduates (and that's just within the 6-month program!).

# Our Community

## PROTEGES

Current or aspiring sales managers enrolled in the exclusive #GirlsClub training program

## ADVOCATES

Protege's supporters during the training program helping develop & apply new skills on the job

## THOUGHT LEADERS

High-level women giving their time and voice as #GirlsClub role models

## MENTORS

Men and women working 1:1 with proteges during the training program. Mentors have 5+ years of Leadership experience.

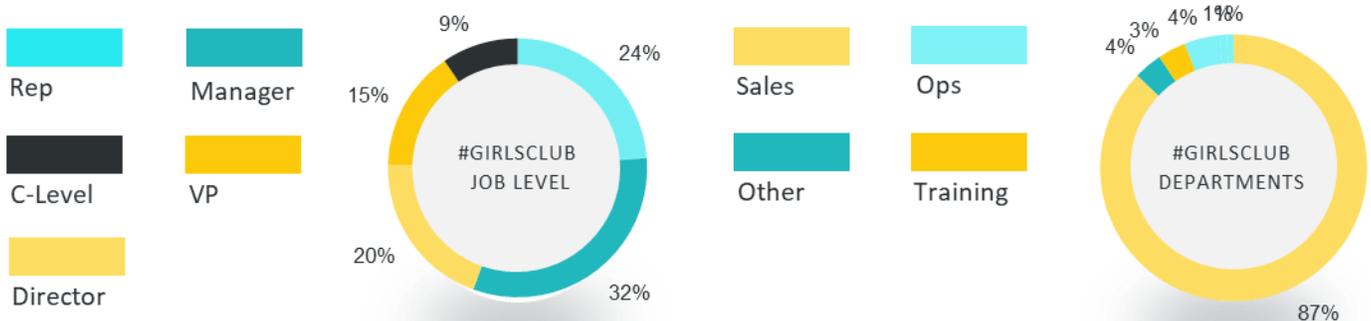
## ALLIES

An army of men who have joined the community by nominating, mentoring, and sponsoring women

## COMMUNITY MEMBERS

Thousands of subscribers consuming regular content & supporting the cause

## Get To Know The Women In #GirlsClub





In 2020 we had over 200 active participants from 100 companies in 80 cities and 3 countries. The Summer Camp extension boasted 425 participants representing 18 countries!



#GIRLSCLUB

## A Few of Our Thought Leaders



Judy Buchholz  
General Manager



Jill Konrath  
Owner



Amy Appleyard  
VP Sales



Shari Levitan  
Owner



Anna Baird  
COO



Barbara Weaver  
Smith  
Founder & CEO



Regina Manfredi  
VP



Lori Richardson  
President

#GIRLSCLUB

## Sponsors & Partners



# Joining The Exclusive 6-Month Certification Program

Applications for the #GirlsClub virtual cohort program open once a year with limited space of 100 seats. Each cohort has approximately 50% aspiring and 50% existing managers seeking to build their management skills, increase their confidence, receive 1:1 guidance, grab spotlight opportunities and enjoy a cross-company community of support and encouragement.

Early Bird (referral only) applications open September 3rd

General applications open October 1<sup>st</sup>

Sponsor Scholarships begin October 1st

Scholarships & applications close November 15<sup>th</sup>

#GirlsClub Generation 3 begins January 4 – June 30th, 2021

Finale conference June 17-18, 2021

Sponsor scholarship opportunities are announced via email, #GirlsClub LinkedIn page & website as they become available, and close December 1<sup>st</sup>. Applicants unable to gain company or sponsor funding will be provided self-payment options on November 15<sup>th</sup> if space is still available. Hopeful participants are encouraged to apply immediately and then seek company funding + scholarship opportunities simultaneously to guarantee their place. Payment due 12/15/2020.

To apply Proteges will need to:

- complete an application online at [www.WeAreGirlsClub.com/apply](http://www.WeAreGirlsClub.com/apply).
- have their company Advocate submit a recommendation.
- pay \$2800 tuition (upon acceptance) to reserve their seat.

Once accepted, Protégés will commit their time as follows:

2 hours of self-paced training & OTJ activities

1-2 hours of live training sessions

1 -3 hours of Mentor & Advocate meetings

0-2 hours of OPTIONAL bonus live & self-paced content

Proteges must complete 90% of required competencies to earn the #GirlsClub Certification.

Participants that fail to meet expectations will be removed from the program.

# #GirlsClub Certification Program Overview

**Competencies** are the award-winning practical management skills training provided by our Title Sponsor, Factor 8. Each month Proteges tackle new topics via eLearning, live interactive training sessions, and on-the-job assignments + activities with Advocates.

COMPETENCY	COURSE DESCRIPTION
Your Role as a Sales Leader	Critical for anyone who has transitioned from being a Rep to a Manager, this course helps sales leaders identify what behaviors and skills need to be left behind, tasks and interactions to change, and what habits need to be developed. We'll introduce what high-performing virtual sales managers and leaders look like and help learners set goals for how they will be known as a boss today and in the future.
Essential Manager Meetings	What meetings should Managers hold with their teams? How often? What's covered in each and what should the Manager and the Rep do to prepare? By the end of this course, leaders will have their own management cadence and confidence they are meeting their team's needs and operating according to best practices.
Driving Sales Performance with Goals	Beyond the SMART goal, this class helps Managers harness the power of company visions, missions, goals, KPI's, and metrics—and understand the difference between each and how to use them. They'll practice translating high-level goals into rep-level milestones, behaviors, tasks, and metrics plus find new performance levers that drive sales performance. Here is where your leaders learn the World beyond dials and revenue. Past participants rave, "I finally understand my job!"
Own Your Day	Although there are never enough hours in the day, we'll share proven tactics to put Managers in control of their time so they get more done, make time for team interactions, and switch from reactive "Whack-a-Mole" management to a strategic proactive approach where they finally have the time for what's most important.
The COACHN Model	A baseline process for all Rep meetings and interactions, the COACHN model is an acronym that helps Managers quickly prepare for meetings, ensures all the bases are covered, and they are always displaying coaching behaviors with their team. A participant favorite!
Call Coaching 101	A three-part experience, call coaching is a critical management skill – and the one currently rated as Managers' worst by the Sales Executive Council. We'll use the COACHN Model to teach call-coaching delivery, show the difference between skill coaching, coaching interactions, and counseling, and help managers avoid some of the most common coaching pitfalls. Help managers get better sales results from call coaching and ensure it's a positive and engaging rep experience.
Performance 1:1s	A deep dive into monthly rep interactions to review last month's performance and set goals for this month while also driving rep engagement. When done right, these meetings not only drive focus and revenue, but rep engagement with Managers and the company. We'll use the COACHN model and lots of practice to make these efficient, effective, and engaging interactions.

# #GirlsClub Certification Program Overview

**Confidence** building is the magic of #GirlClub. Lauren and her network of top female thought leaders help Protégés tackle their fears, embrace their imperfections, take risks, and find their voice with:

- Inspiring live webinars with thought leaders
- Intimate Q&A sessions with role models
- Vulnerable “Rise Up On Record” confessionals from powerhouse women
- Insightful content especially curated for women on the way up
- Step-by-step career guidance from peers and mentors in “Path to Promotion”

**Community** is the heart of #GirlsClub. Our growing network of values-aligned leaders at every level come together to advise, help, recommend, and support in a safe environment that fosters growth and risk taking. Participants have access to:

- A dedicated sales leader mentor (female, male, or both!)
- Private LinkedIn Group and Slack Channel
- A book club
- Local meet-ups in major cities
- Live sessions twice monthly
- Special sponsor opportunities like discounts, freebies, trials and connections
- A transformative live in-person finale conference
- \*\*Mentors and Advocates also enjoy Leadership Pod networks for leaders only\*\*

The **Spotlight** is as bright as you want it to be in #GirlsClub as a Protégé, Mentor, Advocate, or Thought Leader. Many successful graduates have done so quietly and confidently. Others have used this platform to gain stage speaking spots, webinar panel positions, recognition to National sales lists, internal project opportunities, Social Media recognition, or even receive one of our annual awards:

- Protégé of The Year
- Mentor of The Year
- Advocate of The Year
- Ally of The Year (our favorite man!)
- Thought Leader of The Year
- Special Sponsor Awards (e.g. Bravery, Call Coaching, Above and Beyond)

# Frequently Asked Questions

## What if I'm not sure if I am ready for leadership?

This program was built to take women feeling 40-50% ready up to 90% ready and confident. We miss chances when we wait for 100%.

## How successful have past programs been?

Over 90% of all participants surveyed say they would recommend the program to a friend. Over 70% of rep-level graduates were promoted before the program finished!

## What is the time commitment?

Successful Proteges will spend 3-6 hours/month. Mentors 1-3 hours & Advocates 1-2 hours.

## Is it just for sales management?

Competency training and activities focus on this role, but 75% of these skills are applicable to any management role. Confidence, community, and spotlight components are incredible for any role!.

## Do I have to involve my current manager?

No. You may choose to work with any advocate in your company or a similar company who can help apply new skills. We recommend a Director in your current company to help you apply skills on the job and who can help you climb the ladder internally.

## What is the all-in cost of the program?

\$2800 + optional (but recommended!) attendance at finale conference (\$495 + T&E).

## Can I fund this myself? What else should I know about payment?

We strongly encourage women to seek company funding. Program cost is a fraction of most management training programs, and it prompts the critical career-path discussion. Applicants may also apply for sponsor scholarships through December 1<sup>st</sup>. If seats are still available in final two weeks of the application period, discounted self-funding options will be made available.

Payment is due by December 15<sup>th</sup>. Cancellations received before November 1<sup>st</sup> will be refunded in full, those received before December 15<sup>th</sup> will be refunded 50% and no refunds are available for cancellations or withdrawals after December 1<sup>st</sup>.

## How do scholarships work?

Protégés apply directly with Sponsors who will fund the program directly. Scholarship winners who have already paid will be reimbursed by #GirlsClub.



# Empowering Women Every Day.

Let's hear what they have to say. . .

## I Love #GirlsClub Because...



**Mariah Barry, Protege**

#GirlsClub for life! By far the most valuable program I've ever experienced. This network fully supports sales leaders—long after the protege program is over—to reach out to other leaders for help and self-improvement!



**Emmy Johnson, Mentor**

I love being a part of #GirlsClub for so many reasons but most importantly I love meeting and working with so many other strong female leaders as well as up and coming women in sales.



**Chris Beall, Sponsor**

#GirlsClub is an important movement and the right thing to do. Easy decision.



**Richie Narain, Advocate**

#GirlsClub is one of the best organizations out there right now. I have seen first-hand how it has helped people advance and grow within the company. That is why I continue to support such a great organization.



# RiseUp Finale Conference

June 17<sup>th</sup> & 18<sup>th</sup>, 2021

Join us for two transformative and motivational days of inspirational and practical content at the stunning Omni Resort & Spa at Montelucia in Scottsdale, Arizona.

The #GirlsClub RiseUp Finale Summit is an event like no other. Two days of career development, personal inspiration, confidence building, and making authentic connections. Combine this experience with networking happy hours, an elegant awards dinner, and one-one-one time with Mentors / Thought Leaders set against one of the most beautiful backdrops in the world, and you have an experience that you will not want to miss.

Early Bird Tickets are now available for \$444 (Standard Price - \$499). For more information and to register visit [wearegirlsclub.com/riseup](https://wearegirlsclub.com/riseup)

[www.wearegirlsclub.com](https://www.wearegirlsclub.com)

# Being a #GirlsClub Mentor

## The Value of Mentoring

Overwhelming feedback from previous generations ranked mentoring as the most beneficial component of the program with Mentors expressing equal benefit as Proteges! A 2019 Women in Leadership study from Brandon Hall confirmed this finding citing: Mentorship has the biggest impact in helping women get promoted to leadership roles.

## Mentor Benefits

As a Mentor in the #GirlsClub program you will assigned a dedicated protege to mentor and develop during the 6-month program. You will have the ability to make a significant impact on your Protege's confidence and professional development. As a Mentor you will have free access to all the competency & confidence curriculum in the certification program plus the benefits of our community and spotlight opportunities. But we know none of it will compare to the opportunity to change a life and make a life-long connection.

## Additional Benefits

50%

of Mentors reported a boost in their own self confidence after participating in #GirlsClub

43%

shared that serving as a #GirlsClub Mentor helped them prepare for the next level of their career.



## What is Required of a #GirlsClub Mentor?

The minimum commitment of a mentor is a 1-hour meeting with your protege each month, but many mentors chose to do a bit more. A survey of previous mentors shows that 60% spent an average of 2 hours or less a month on #GirlsClub and the remaining 40% said they spent 3- 5 hours.

All Mentors are required to:

- Attend an onboarding call at the start of the program, an All-Hands meeting at month three, & the Finale Celebration call at the end of the program.
- Read monthly communications & complete program surveys.

Mentors are encouraged to attend live training events, webinars, the RiseUp Finale Conference and consume program content to get the most program benefit.

Mentors agree to align with #GirlsClub values and act as stewards of the program by encouraging more women to take risks, have career conversations, apply to #GirlsClub, and lean into self development and promotion opportunities. We hope Mentors make efforts to recruit and retain more women on their own teams, encourage more women to join the #GirlsClub community, and help further our reach on social media by commenting on posts.

# Who is a #GirlsClub Advocate?

78%

Proteges  
report directly  
to their  
Advocate

75%

Director level  
and above

56%

Of advocates  
are men

93%

Plan to  
advocate for  
another female  
in Gen 3

**Advocates** are typically the Protege's direct manager or supervisor. The Advocate is required to complete a recommendation for the protege for them to be considered for the #GirlsClub program. There are times when a direct manager or supervisor is not the best fit for the Advocate role – in these circumstances #GirlsClub hopefuls are encouraged to find a supportive professional resource in a senior role that will guide them along their career development journey.

An ideal Advocate is someone that:

- a protege can count on for support, guidance, and constructive feedback.
- will follow the protege's progress throughout the program helping them develop & apply new skills on the job.
- an internal cheerleader - building up proteges in front of leadership and providing them with opportunities to grow.

We hope Advocates will champion for more opportunities for their Proteges to take risks, take on new projects, and earn promotions. Proteges will need their Advocate's help securing funding for the program and the finale conference.

# Being a #GirlsClub Advocate



## Advocate Requirements & Benefits

#GirlsClub Advocates agree to meet with their Protege a minimum of one hour a month during the six-month program to discuss the protege's development and work on applying new skills.

All Advocates are required to:

- Attend an onboarding call at the start of the program, an All-Hands meeting at month three, & the Finale Celebration call at the end of the program.
- Read monthly communications & complete program surveys.

Advocates are encouraged to attend live training events, webinars, the RiseUp Finale Conference and consume the sales leadership eLearning content to get the most program benefit. **Advocates receive access to the full program curriculum at NO COST!**

They also benefit from a willing and able volunteer to whom they can delegate tasks and responsibilities, ultimately lightening the management workload while encouraging the protege.

# Being A #GirlsClub Thought Leader



**Thought Leaders are critical to our success!** To get more women in sales leadership, we need more role models. Real women with real stories, families, successes, failures. Women willing to be authentic more than polished, vulnerable more than followed. Women like you. To participate, you can spend as little as 1 hour / year. You decide how:

- Contributing to the #GirlsClub blog with content on leadership, women in sales, leadership, risk taking, failure, or authenticity
- Sending already-completed and aligned content such as E-Books, podcasts, or blogs
- Participating as a panelist on public webinars with 500+ participants
- Speaking at the Rise Up Finale Conference
- Recording a Rise Up on Record video confessional of a risk, failure, or challenge
- Participating in a Wine Down Wednesday interview and Q & A session
- Hosting a live webinar on an area of your expertise with our cohort

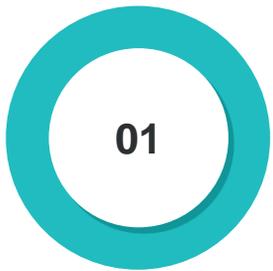
We encourage Thought Leaders to participate in #GirlsClub Leader Networks – pods made up of several Thought Leaders, Mentors, & Advocates meeting roughly every six weeks to develop each other, lend advice and act as a mentor / peer community.

We count on our Thought Leaders to introduce #GirlsClub to potential sponsors, mentors, and participants and to use their voice and reach through LinkedIn posts, tweets, and emails to their network + commenting on #GirlsClub posts. Where appropriate, we ask Thought Leaders to nominate future protégés and mentors to the training program.

# #GirlsClub Sponsorship



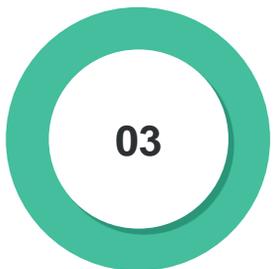
#GirlsClub sponsors are companies who align with our mission and values and benefit from the social exposure, recruiting benefits, leadership education, and lead generation opportunities #GirlsClub provides. Sponsors enjoy access to an amazing cross-section of the current and next generation of high-performing sales leaders. We help sponsors meet these four main goals:



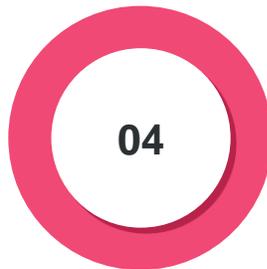
Help with solving or recognition for being a leader in diversity & inclusion initiatives



Access to a funnel of top female sales talent ready for the next level or rapid development for their own high-potential future leaders.



Maximize brand recognition across high-performers in many industries while associating with a positive movement



List and lead generation + across a large array of influential brands and (current and future) decision makers

# Discounted Sponsorship Opportunities

Due to COVID-19, all levels have been discounted approximately 25% with multi-year discount options added helping faithful sponsors lock in discounts. Already a successful half-year virtual program + in-person event with a huge following, we hope it's an easy decision to support a great cause. Sponsorship lasts January – June 2021 + winter 2020 depending on signature date. New this year: sponsor badges, diversity sponsor + “Top 25 Companies!”

## Exclusive Title Sponsor \$44,000 | \$17K savings + \$15K bonus value

Own the space + maximum lead generation, bonus value and discounts. Limit 2. One year only.

- All Title sponsor benefits + category exclusivity for duration of program and finale conference
- + Quarterly webinar sponsor + registration list
- + Mainstage speaker at RiseUp or quarterly webinar speaker
- + Exclusive Diversity Sponsor or Top 25 Places Women Want To Work Sponsor (first come first serve)

## #GirlsClub Title Sponsor \$28,800 / \$27,500 / \$27,000 (1/2/3 yrs.) | \$46K value (37%) Discount

**Maximize seats, branding and lead generation while keeping your brand top of mind. Lock in one-time savings! Limit 3.**

- All Partner benefits +
- 2 additional Protégé and Mentor Seats (4 total of both seats)
- Designation as Title Sponsor on website + live all-hands meetings, #GirlsClub materials, and Rise Up conference materials
- Upgraded Rise Up sponsorship to meal or happy hour sponsor\*
- 3 additional LinkedIn posts (6 total)
- Product placement in live Management Training + up to 5 additional assets in The Sales Bar
- 2-minute commercial in 1 live all-hands meeting
- Named sponsor award given at program conclusion + LinkedIn post announcing winner
- Entire registration list including Protégés, Mentors, & Advocates + Rise Up conference\*
- \* RiseUp in-person sponsorship may be substituted for quarterly webinar sponsorship
- Diversity Sponsor or Top 25 Places Women Want To Work

## #GirlsClub Partner \$12,800 / \$12,200 / \$11,800 (1/2/3 yrs.) | \$4545 (26%) Discount

Partner Sponsors enjoy more than just social recognition – generate demand too! (Limit 5)

- 1 Company Protégé seat + application & announcement support for recruiting & selection (one or both offered as scholarship)
- 1 Scholarship Protégé seat + supporting documents for application, announcements, email and social media
- 2 Company Mentor seats – influence and network inside the program!
- First-tier designation as #GirlsClub Partner on website + live all-hands meetings & #GirlsClub materials
- Proud #GirlsClub Sponsor image to add to own web, social, and recruiting sites
- 3 LinkedIn posts advertising company's sponsorship, scholarship, and scholarship winner
- Sponsor-named discount for all scholarship applicants - \$500 off registration price from you! Add more value to your base!
- Dedicated email offer to #GirlsClub list from LB (replaces monthly email sponsor) promoting your support + your offer link
- Official sponsor of RiseUp finale event (logo on registration page, conference materials, presentations + signage) or quarterly webinar
- RiseUp SWAG provider + seat to conference\*
- RiseUp or quarterly webinar attendance list
- \* Sponsor may swap RiseUp sponsorship for quarterly webinar sponsorship + list
- Automatic nomination for #GirlsClub Top 25 Companies Where Women Want To Work

# Discounted Sponsorship Opportunities

**Official #GirlsClub Sponsor \$8800 / \$8600 / \$8400 (1/2/3 yrs.) | \$2895 (25%) Discount**

**Official #GirlsClub Sponsors provide a scholarship seat to their customer base, pipeline, or community. Spread goodwill while creating a custom pipeline of top female talent! (Limit 6)**

- 1 Company Protégé seats + application & announcement support for recruiting & selection (one or both offered as scholarship)
- 1 Scholarship Protégé seat + supporting documents for application, announcements, email and social media
- 2 Company Mentor seats – influence and network inside the program!
- Designation as Official Tier 2 #GirlsClub sponsor on website + live all-hands meetings & #GirlsClub materials
- Proud #GirlsClub Sponsor image to add to own web, social, and recruiting sites
- 3 LinkedIn posts advertising company's sponsorship, scholarship, and scholarship winner
- Sponsor-named discount for all scholarship applicants - \$500 off registration price from you! Add more value to your base!
- Monthly email sponsor – 2 lines to drive to offer, event, landing page
- Sponsor seat to RiseUp finale conference June 2021 – use for Protégé, Mentor, or you! (Global pandemic pending)
- Automatic nomination for #GirlsClub [Top 25 Companies Where Women Want To Work](#)

**#GirlsClub Supporter \$3200 / \$3000 / \$2800 (1/2/3 yrs.) | \$750 (19%) Discount**

**Companies who are “Proud Supporters of #GirlsClub” have reserved seats for participants and mentors in the #GirlsClub program for 1-3 years + help advertising their support internally and externally.**

- 1 Company or scholarship Protégé Seat
- Sample application & announcement to use for recruiting & selection, listing of scholarship on #GirlsClub site
- Designation as Proud Supporter on #GirlsClub website + image to add to own sites for branding, recruiting
- 1 LinkedIn post advertising company's support for #GirlsClub

**#GirlsClub Seat \$2800**

**Secure a spot for a star in your company. Build your bench, train your rising stars, and support Diversity & Inclusion initiatives simultaneously.**

- 1 Company Protégé Seat for 6-month management training certification program

## Key Terms & Features

### Protégé

Current or aspiring Manager in sales + careers. Future leaders in our industry. Each cohort has approximately 50% aspiring and 50% existing managers.

### Mentor

Current sales+ industry leaders. Average level of Director. Put your company influencers inside the program while developing them!

### Advocate

Protégé's Manager, Director, or Executive supporting her at her company. 75% are Director or above.

# Key Terms & Features

## **LinkedIn Posts**

LinkedIn posts tagging sponsor's company and contacts to promote, highlight, and celebrate sponsor partnership. 16k+ followers. 14k average impressions per month on #GirlsClub page

## **All-Hands Meeting**

Three mandatory meetings for all Protégés, Advocates, and Mentors. Expect 100 live and 200 recorded views. This live celebration and informative video meeting will start by thanking you for your support of the program + a slide and branding of your choice. Better yet, come on live and help them put a face with your brand!

## **Monthly Email Sponsor**

Our list of ~5000 and ~300 active participants receive 1-4 / emails / month or approximately 6K total messages. Your 2-3 line commercial at the bottom of each calls them to action. Average Open rate of 49% and an average click thru rate of 3.8%.

## **Scholarship**

Offer seats to your following, your clients or your pipeline. Use to add value to your current base, following, or pipeline! Past scholarship sponsors receive high traffic to landing pages branding their company and support + 20-50 applications. Sponsor owns scholarship landing page and application. #GirlsClub provides samples and support. Both parties send follow-up messages announcing winners and offering the sponsor-named discount. Celebrate something fantastic on Social Media and have long-term gratitude of a rising star of your choice.

## **Sponsor-named Discount**

Applicants not selected to receive the free seat will be offered a \$500 discount to the program in your name (#GirlsClub covers this cost). Help leave everyone feeling good!

## **Proud Sponsor Badge**

New for 2021! Show your employees and your recruits that you support women and career development with your badge.

## **Dedicated Email Offer**

Upgrade a monthly email sponsorship by having your message or offer sent exclusively to our list by our program founder. Over 4,500 highly engaged contacts with an average open rate of 31% and an average click thru rate of 13.9%.

# Key Terms & Features

## **Quarterly Public Webinar Sponsor**

Webinars draw 300 – 600 registrations, 200+ views post-event & 20K+ social impressions. Your branding appears in all LinkedIn posts, emails, + webinar materials. Receive registration list within 2 business days.

## **Product Placement**

The live monthly skill training incorporates the sponsor's product / service, so participants see it in action. Our highest-attended and viewed sessions, it is part of the required Protégé curriculum. Expect 50 live attendees and another 80+ participants watching the recording each month.

## **Additional Assets**

Have more great content? Let's strategically place your blogs, videos, or whitepapers in our eLearning Platform. Increase your brand recognition, site visits, and value-add to the next generation of sales leaders. In Generation 2, these assets were viewed at least once by 82% of our participants.

## **Speaker**

More than a logo, you'll feature a company speaker of your choice on a live webinar or RiseUp breakout or main-stage session. Take your message and impression to the next level while creating a loyal fan base!

## **Sponsor Award**

The coveted "Of the Year" awards are given to the top Protégé, Mentor, Advocate, and Ally (male supporter) + special awards like "Above and Beyond" or the value of your choice! Get an average of 6K social views and a proud position on a superstar's desk.

## **RiseUp Finale Conference**

Two ½ days of phenomenal keynote and breakout sessions separated by a lively happy hour and awards dinner, this intimate gathering intertwines sponsors and attendees in small groups and hands-on learning opportunities. 120 attendees.

## **Diversity Sponsor**

Special Generation 3 focus! #GirlsClub will partner with 1-2 sponsor who are specially designated as our diversity sponsors to help recruit scholarship applicants or regular seat holders from protected classes. Receive special #GC logo, website designation, and serious pride.

## **Top 25 Companies Sponsor**

New this year! #GirlsClub will recognize 25 companies for their commitment to diversity, inclusion and equality based on the votes from our following. Have your logo on every email, social post, and the final report. Winning companies will be celebrated on LinkedIn and receive a badge to place on their web, social, and recruiting sites.

# SOCIAL MEDIA

- 16k followers (Company page + LB)
- 14k average monthly impressions on #GirlsClub company page
- 5.26% engagement rate



# EMAIL COMMUNICATION

#GirlsClub

Hello Friend!

Do you want 50% off of your RiseUp ticket? How about some extra recognition on our All Hands meeting in April? Earn top bragging rights by submitting your BombBomb video today!

What the heck is BombBomb? BombBomb is a video email tool that allows you to get face to face with the people who matter most. BombBomb provides tracking & analytics. Converts more leads and helps scale your best asset - YOU.

Tell me more about this contest?! In case you missed it, BombBomb is offering all #GirlsClub Generation 2 participants a FREE BombBomb account and we are leveraging this tool to crowd-source some awesome lessons from you! It's simple - ACTIVATE your free account, RECORD your 2 minute video, and SEND it to [Angela](#).

You can find all of the details on how to enter and win by clicking [HERE](#).

Submissions must be received by **March 20th**. That is only 10 days away!

Good Luck!

This email is brought to you by Ambition, a proud sponsor of #GirlsClub.

AMBITION

From gamification that ignites the sales floor to dynamic, consistent 1:1 coaching, Ambition is the go-to sales leaders who coach every seller to quota-crushing success. Start learning how today in our [Sales Coaching Hub](#).

This email is brought to you by our #GirlsClub Title Sponsor, Chorus.ai!

CHORUS

Chorus.ai is the #1 Conversation Intelligence Platform. Our AI helps revenue teams meet quota, ramp new hires faster, coach the existing team effectively, and collaborate over the actual voice of the customer. [Request a demo](#) today!

Over **4,500** highly engaged contacts

Dedicated emails:

- average open rate of **31%**
- average click thru rate of **13.9%**

Monthly email sponsor:

- 2 – 5 emails
- average open rate of **49%**
- average click thru rate of **3.8%**

# Company Seats



Each year, over 1000 women raise their hands as hopeful #GirlsClub certification participants.

Ensure a spot every year for your high-potential female employees.

We'll help you create an internal application process - and some buzz.

## SHOWCASE YOUR SUPPORT

Post your Proud #GirlsClub Supporter Badge on Recruiting Sites!

## #GirlsClub Certification Program Includes

**Competencies** - award-winning management skills training

**Confidence** – programs to build a solid foundation for risk taking & success

**Community** – 1:1 mentorship + cross-company networking with sales leaders

**Spotlight** – chances to grow out loud at your company and in our community

In six months, #GirlsClub will deliver a well-trained, confident leader ready to run a high-performance team!

# Sponsored Awards

Between nomination posts, winner announcements, and personal posts by winners we received an average of 6k+ social views per sponsored award.

**BombBomb Bravery Award**

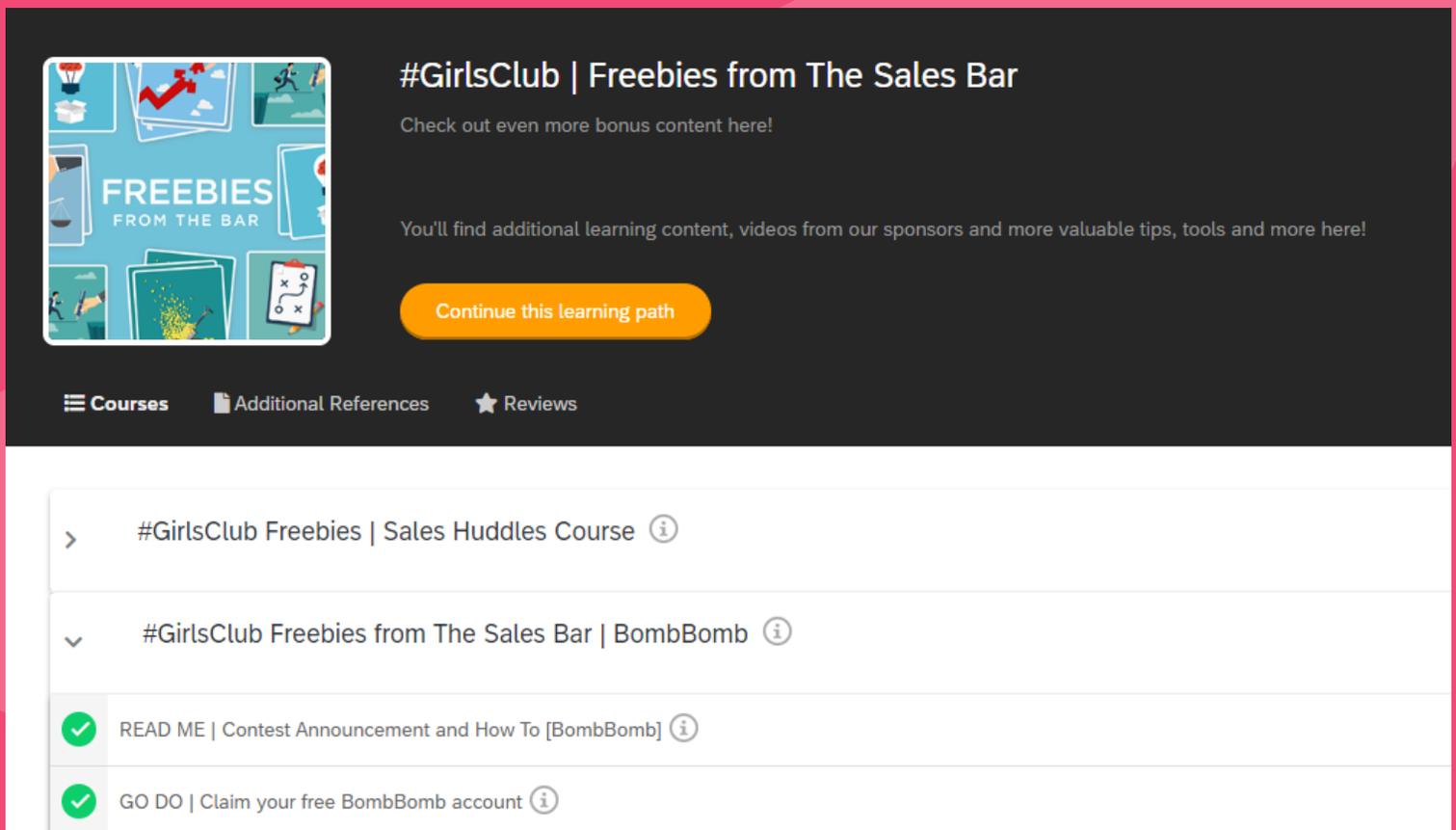
*#GirlsClub*



**Katie Ray**  
*Territory Account Director  
Alcatel-Lucent Enterprise*

## THE SALES BAR

Sponsor offers and products promoted within our learning management tool



**#GirlsClub | Freebies from The Sales Bar**

Check out even more bonus content here!

You'll find additional learning content, videos from our sponsors and more valuable tips, tools and more here!

[Continue this learning path](#)

☰ Courses   📄 Additional References   ★ Reviews

- > #GirlsClub Freebies | Sales Huddles Course ⓘ
- ▼ #GirlsClub Freebies from The Sales Bar | BombBomb ⓘ
  - ✓ READ ME | Contest Announcement and How To [BombBomb] ⓘ
  - ✓ GO DO | Claim your free BombBomb account ⓘ

# WEBINARS

Earn That Promotion:  
Asking For It The Right Way

Brought to you by:



Public webinar sponsor:

- 300 – 600 registrations
- 20K+ social impressions
- 200+ views of recording

First name\*

Last name\*

Email\*

Phone number\*

Title\*

Level\*

Country/Region\*

Each of our speakers and sponsors helped #GirlsClub make this webinar possible. By registering for this event, you agree to have your information shared with these companies in line with our [Privacy Policy](#).

I agree to receive other communications from our speakers and sponsors for this webinar. \*

Submit

Sponsor Highlight  
Get to know **AMBITION**

# Sponsor Commercials

# Sponsor Demos

## LIVE EVENTS & TRAININGS

Showcase your product & offers during #GirlsClub meetings

From Hannah Schuler - Enterprise Named SDR Manager : I'd love to get involved in Takeover Tuesday LI!  
From Kate Faust : Use this link to claim your FREE BombBomb account: <https://bombbomb.com/girlsclub2020/>  
From Emily McLendon : I love my Bomb Bomb account!  
From Paige Adams : ive been sending bombbomb videos DAILY  
From Michael Finsel : And it's so easy LB does it all the time!  
From Paige Adams : thank you for this account!  
From LindsayDentico : I am loving BombBomb!  
From LindsayDentico : thank you!  
From Tiffany Kummer : I have to jump off a little early today. Thank you for everything!  
From Jennifer Cheek : Same.  
From Stephanie Valenti : Thanks Kate- my team has been on me to check this out. I will take a look.  
From Kate Faust : great!  
From Jennifer Cheek : In regards to call coaching, I just read this, and it was pretty good

Monday, April 6th



**Paige Adams** 1:32 PM

do we have a bombbomb contact? My team is interested in purchasing

#GirlsClub lead! >



**Angela Salazar** <angela@wearegirlsclub.com>

to Rebecca ▾

Hi Rebecca!

One of our Proteges reached out because her company is interested in BombBomb. (Yay!) Is there a specific contact you would like me to put them in touch with?