

WELCOME TO

2027 SPONSORSHIP GUIDE

HER/*experience*

Where Visionary Women Lead, Innovate, and Elevate

The HER Experience is Columbus, Indiana's premier two-day women's leadership gathering, designed to equip executives, entrepreneurs, and emerging leaders with the tools, strategies, and networks required to shape the future of business and community leadership across the South Central Indiana.

By partnering with us, your organization directly drives workforce development, advances female leaders, and gains high-visibility placement before an audience of dynamic decision-makers.

Why Partner With Us?

- **Targeted Executive Reach:** Engage directly with female founders, corporate directors, and decision-makers actively seeking innovative solutions, employer brands, and strategic vendor partnerships.
- **Demonstrated Brand Alignment:** Show an undeniable commitment to female empowerment, and regional economic growth in South Central Indiana.
- **High-Touch Engagement:** Build authentic relationships through curated networking hubs, exclusive sponsored meals, and interactive activations rather than passive impressions.

HER Experience Details

Sunday, March 7, 2027

Welcome Reception & Dine Around
Downtown Columbus, Indiana

Monday, March 8, 2027

HER Experience
First Christian Church, Columbus, Indiana

Expected Attendance: 150 Leaders,
Executives, and Entrepreneurs

CONTACT

leadershipindiana@gmail.com
www.HERExperienceIN.com

Sponsorship Opportunities

LeadHER \$15,000

As our premier presenting sponsor, the LeadHER tier offers unmatched brand visibility and maximum strategic impact. Your organization will serve as the anchor partner for the conference.

Visibility

- Logo listed and linked on conference website
- Logo included on all conference signage
- General session "Presented By" Logo Placement

Digital Marketing

- Promotion on social media
- Spotlight in conference emails

Registration

- (4) conference registrations
- (20) discounted registrations

On-Site

- Logo on gift bag
- Include an item in the registration gift bag
- 30-second promo video played on the main stage during Monday morning session
- Opportunity to provide 2-3 minute remarks during Monday morning session
- 10x10 exhibit space

InspireHER \$10,000

Designed for industry leaders dedicated to driving meaningful change, the InspireHER tier places your brand center stage during key conference highlights.

Visibility

- Logo listed and linked on conference website
- Logo included on all conference signage

Digital Marketing

- Promotion on social media
- Spotlight in conference email

Registration

- (2) conference registrations
- (10) discounted registrations

On-Site

- Include an item in the registration gift bag
- Main stage shout out
- 10x10 exhibit space

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Sponsorship Opportunities

EmpowHER \$5,000 The EmpowHER level is ideal for organizations looking to actively support leadership development while gaining targeted exposure.	Visibility • Logo listed and linked on conference website • Logo included on all conference signage Digital Marketing • Promotion on social media • Spotlight in conference email Registration • (2) conference registrations On-Site • Include an item in the registration gift bag
SupportHER \$2,500 Perfect for small businesses and regional advocates, the SupportHER tier demonstrates a strong, visible commitment to empowering women in the local workforce.	Visibility • Logo listed and linked on conference website • Logo included on conference signage Digital Marketing • Promotion on social media sponsor post • Sponsor listing in conference email

Specialty Opportunities

NourishHER Sponsor \$2,500 each (3 available)

As an exclusive Meal Sponsor, your organization will directly power one of the conference's most engaging social moments—choose from the Sunday Welcome Reception, Monday Morning Breakfast, or Monday Networking Lunch.

Connection Lounge Sponsor \$3,500

As the Connection Lounge sponsor, your brand will be front and center in HER Experience's hub for relaxation and networking. Host a branded coffee bar or charging station for long lasting connection.

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ABOUT THE HOST:

LeadHERship

South Central Indiana's
Women's Leadership Group

LeadHERshipIndiana.com

We Are Building a Community for Her

Based in Columbus, Indiana, LeadHERship Indiana is a community for women to come together to discover, grow, and connect with like-minded women and shamelessly ask for what they need in their professional and personal lives.

As business owners, executives, and community leaders, we knew our community desperately needed a place women could come together to discover, grow and connect with each other. A low pressure community where a typical Tuesday looks like showing up in yoga pants or cancelling last minute for a sick little one.

We knew these conversations (and commiserating) were happening in our local coffee shops, after business meetings, and in the aisle at the grocery store, but we knew more women needed to share their voice.

There's no true formula to LeadHERship, but you know it when you feel it. It's a group chat after a long, hard day, a familiar face in line at the coffee shop, or collaborating on a special project.

Mem**HER**ship Includes:

- Advocacy Opportunities
- In Person and Virtual Education Events
- Mentor/Mentee System
- Networking
- Public Speaking and Skill Building
- Philanthropy and Community Building
- Social Events

The Shameless Ask

As women it can be so difficult to ask for what we need. We are taught from an early age to not be too loud, too much, too confident, too emotional...the list goes on. We are interrupting the conversation. In LeadHERship, we unapologetically ask for what we need.

Whether you're looking for more clients, a boost on social media, or just someone to vent to, nothing is off-limits.

The best part? Our members authentically show up for each other. You'll see it every day: someone passing along a referral, giving a quick shout-out, or just being there to help. We think that kind of unfiltered truth is so important that we make time for a 'shameless ask' at every single event. It's how we grow together.