



AMPLIFY

Be heard where the voices
of Xerox women gather.

"The Women's Alliance has taught me that there are many different ways to achieve balance and the definition of balance is different depending on the circumstances."

Ursula M. Burns
CEO
Xerox Corporation



The Women's Alliance
2012 CALL FOR SPONSORS

LOUD AND CLEAR

Like you, Xerox believes in working and doing business with a richly diverse base of employees, customers and vendors—which is why hundreds of women who work here support each other's professional and social development through The Women's Alliance.

Xerox is recognized as one of the most progressive companies in the world. We've received exceptional praise and numerous awards for building and maintaining a diverse, inclusive corporate culture. The Women's Alliance is part of that. And you can be, too.

Since 1984, women at Xerox have joined hands in The Women's Alliance to share ideas and support one another's professional growth. In that time, the group has grown exponentially. It's part of our vision for a richly diverse workforce—matched only by our determination to do business with women- and minority-owned firms—a purpose for which we're recognized as one of the most progressive corporations in the world.

Each year, hundreds of women from the company meet for networking, education, and camaraderie at our Women's Conference. This signature event is a culmination of local and national activities that take place throughout the year.

**INTERNATIONAL
WOMEN'S CONFERENCE**
OCTOBER 26–28, 2012
CHICAGO, ILLINOIS
[HOTEL TBD]

WE CAN'T DO IT WITHOUT YOU.

Since 1989, the women of Xerox have come together at the annual Women's Alliance Conference, a gathering to share experiences, network, attend workshops, learn and focus on both professional and personal development. Our conferences have taken us all across the United States, and this year we return to America's heartland and the multicultural metropolis that is the great city of Chicago.

We wouldn't be able to host these incredibly popular, widely attended events without the support of our generous sponsors. I invite and encourage you to join us this year for what promises to be another in a long line of exciting conferences.

It's more than a simple sponsorship or a place to paste your company name. It's a real cause that helps real women, and a group you can feel real good about supporting.

I hope to see you there.

Christine Stewart

Christine Stewart
President of The Women's Alliance



TAKE YOUR SPONSORSHIP EVEN FURTHER IN 2012

Once you've selected your sponsorship level, you can also choose to sponsor any of the following conference events and materials.

Refreshment breaks: \$500
(2 opportunities)

Cocktail reception: \$2,500
(1 opportunity)

Conference name badges/lanyards: \$1,000
(1 opportunity)

Conference books: \$2,500
(2 opportunities)

Choose the sponsorship level that sounds right to you.



20 AMPS—\$20,000 DIAMOND (two sponsors only)

- Premium banner space on The Women's Alliance website and a one-time exclusive offer to be featured in The Women's Alliance e-newsletter (www.thewomensalliance.net)
- Company website hot linked to The Women's Alliance website for one year (www.thewomensalliance.net)
- Conference perks
 - **Exclusive sponsor of Friday or Saturday night keynote event**
 - Opportunity to network with Xerox executives
 - Ten registration passes (\$2,500 value)
 - Full-page ad with prominent visibility in program booklet
 - Inclusion of collateral in registration package



12 AMPS—\$12,000 PLATINUM

- Premium banner space on The Women's Alliance website and a one-time exclusive offer to be featured in The Women's Alliance e-newsletter (www.thewomensalliance.net)
- Company website hot linked to The Women's Alliance website for one year (www.thewomensalliance.net)
- Conference perks
 - **Prominent visibility for your business/corporation**
 - Opportunity to network with Xerox executives
 - Eight registration passes (\$2,000 value)
 - Full-page ad in program booklet
 - Inclusion of collateral in registration package



7.5 AMPS—\$7,500 GOLD

- Company website hot linked to The Women's Alliance website for one year (www.thewomensalliance.net)
- Conference perks
 - Opportunity to network with Xerox executives
 - Six registration passes (\$1,500 value)
 - Half-page ad in program booklet
 - Inclusion of collateral in registration package



2.5 AMPS—\$2,500 SILVER

- Company website hot linked to The Women's Alliance website for one year (www.thewomensalliance.net)
- Conference perks
 - Four registration passes (\$1,000 value)
 - Quarter-page ad in program booklet
 - Inclusion of collateral in registration package



1 AMP—\$1,000 BRONZE

- Company website hot linked to The Women's Alliance website for one year (www.thewomensalliance.net)
- Conference perks
 - Quarter-page ad in program booklet

For questions about exclusive sponsorship availability or general sponsorship commitments, please contact:

- Jennifer McEnerney at (585) 265-8435, Jennifer.McEnerney@xerox.com
- Karlie Jessop at (732) 750-7519, Karlie.Jessop@xerox.com

2012 SPONSORSHIP AGREEMENT

SPONSORSHIP INFORMATION

company name

address

city/state (or province)/postal code

contact

company website address

phone

fax

email address

Please make checks payable to The Women's Alliance.

SPONSORSHIP LEVELS

- \$20,000 diamond sponsorship
- \$12,000 platinum sponsorship
- \$7,500 gold sponsorship
- \$2,500 silver sponsorship
- \$1,000 bronze sponsorship

ADDITIONAL OPPORTUNITIES

- \$500 refreshment breaks (2 opportunities)
- \$2,500 cocktail reception (1 opportunity)
- \$1,000 conference name badges/lanyards (1 opportunity)
- \$2,500 conference books (2 opportunities)

authorized signature

date

AGREEMENT SUBMISSION

Attn: Brenda Comisar
Xerox Women's Alliance
International Women's Conference
12 Terrain Drive
Rochester, NY 14618

PAST SPONSORS

ADP (Automatic Data Processing, Inc.)

Air Academy Associates

ARAMARK

Aspen Marketing

Avery Dennison

AVI

BARR Systems

BCD Meetings & Incentives

Bizmail/Sell-to-Win

Bizucate

Breakthrough Marketing Technology, LLC

Can Am Imaging Products, Inc.

Cigna Healthcare

Clear Edge Marketing

ColorCentric Corporation

Continental Airlines

Cooley Group

Dress Barn

Dunn and Rice Design, Inc.

EDS

EFI

Equitrac Corporation

Events Plus

GetThere

Gimbel and Associates

Instantis

Intellective Solutions

JJ Collins

Kaiser Permanente

Martino Flynn

MedCo

Mercer Human Resource Consulting

Mercury Print Productions, Inc.

Merrill Lynch

MetLife

Mikaren Media, Inc.

Morgan Stanley

Nik Entertainment Co.

Pappas McDonnell, Inc.

Pareto

Phoenix Graphics, Inc.

Preferred Care

Print On-Demand Solutions Group

Prudential

Red Seat Photography

The Rochester Group

Roberts Communications Inc.

Saunders College of Business at
Rochester Institute of Technology

Scale 2, Inc.

Sigma Marketing

Simcona Electronics Corporation

Sodexo

Sprint

Staples

Superior Staff Resources, Inc.

Text 100 Global Public Relations

TransAct Technologies

Tucker, A Consolidated Graphics
Company

Uniprise®, United Healthcare Services, Inc.

Universal Learning

Xerox Diversity Office

Xceed Financial Credit Union

Xerox Capital Services

Xerox CTC, Creative Services

Xerox Media Services

Y&R