



THE 3% CONFERENCE

BEYOND GENDER

NOVEMBER 2-3, 2017
MANHATTAN CENTER NYC

[SPONSOR OVERVIEW](#)

ABOUT THE 3%

Diversity = Creativity = Profitability

That's our drumbeat. 1, 2, 3.

The more varied the people who come up with ideas, the more varied the ideas will be. And since women and people of color control the majority of consumer spending and social sharing, it only makes sense to involve them in the creative process.

Yet, until we came along, only 3% of Creative Directors were women. And very few were people of color.

WE'RE CHANGING THAT THROUGH A UNIQUE BLEND OF:

Live Events: Annual fall conference, MiniCons in 16 International cities, Super Bowl Tweetups

Mentorship: Student Scholarship, Emerging Creatives Track, Freelancer Scholarship

Microactions: Our #100Things document and other #Things lists gives agencies a list of doable doses towards diversity

Community: A vibrant 30,000+-person online tribe spanning Facebook, Twitter, Pinterest, YouTube, Instagram and LinkedIn

Research: Our "Elephant on Madison Avenue," "Female Creatives on the Rise," and "What Women Want" reports hold the industry accountable on metrics that matter

Content: We give creative talent inspiration and visibility by sharing virtually all our conference sessions via YouTube and The 3% Blog



*This is not only a conference
you should want to sponsor
– you should be chasing
them down to sponsor.*





THE 3% CONFERENCE FAST FACTS:

- Sixth year with audience size growing each year. 1,000 attendees at 2016 fall conference in New York City.
- Over 50 participating agencies from all over the country and 25 participating brands including VISA, Apple, Adobe, Wells Fargo, Coca Cola, PayPal, Pepsico, Nike, eBay, Facebook, Twitter and more.
- Press from Forbes, Fast Company, Adweek, AdAge, The Globe, Huffington Post, The Agency Post, USA TODAY, The Wall Street Journal and more.

RECOGNITION:

- Winner of “Marketers That Matter” from The Wall St. Journal
- Named “Conference of the Year” at Women Entrepreneurs Rock the World
- Kat Gordon named one of Forty Over 40 women disrupting the world and one of 30 Most Creative Women in Advertising by Business Insider
- Proclamation from the Commission on the Status of Women at City Hall, SF
- Top notch speakers: Cindy Gallop, Guy Kawasaki, Rob Schwartz, Barbara Lippert, Susan Credle, Susan Hoffmann, Michael Kimmel, Jennifer Siebel Newsom, Tig Notaro, Michael Roth, PJ Pereira, John Gerzema, Adam Grant, Carol H. Williams, David Lubars, Jeff Goodby, Marley Dias, Carla Harris, Nilofer Merchant, and David Shing.



HOW 3% SPONSORSHIP IS UNIQUE

The 3% Conference is not a women's conference, but a business event about the enormous upside of a making marketing a more gender-equal and diverse industry. Forward-thinking brands and agencies who rally in support of 3% demonstrate leadership around what is widely considered the central issue to the future of the advertising business.

We're different from other conferences in two important ways:

WE'RE CREATIVELY DRIVEN

One of the benefits of partnering with The 3% Conference is we are first and foremost a group of creative thinkers. Unlike other conferences that are mere logo-fests, we work with each of our top sponsors to create a fully customized experience. From Apple's custom-designed Lounge to Adobe's multi-city student scholarship and portfolio review, we listen first, co-create second, and execute with excellence for a lasting impression on attendees. In six short years, we have the repeat support of virtually all major ad agencies and many top brands.

WE'RE RESULTS ORIENTED

A recent Businessweek cover story about the explosion of women's conferences mentioned The

3% Conference, plus expressed the need for more conferences to do what we already do: engage men (Manbassadors); give attendees marching orders for change (our 100Things micro-actions), and create accountability (our Certification Program). We're proud to be an example of a conference that provides so much more than inspiration and is igniting real change.



REACH AND ENGAGE THOUSANDS OF TOP CREATIVE PROFESSIONALS BEFORE, DURING AND BEYOND THE CONFERENCE.

CONFERENCE

Connect with 1000 heavyweights and rising talent from 75+ agencies and brands from all over the world. Tickets SOLD OUT each year with 80% of attendees rating the conference “Excellent” and 85% indicating they plan to return next year.

VIP WELCOME PARTY

An eagerly awaited exclusive event, sponsors and speakers rub elbows and network the evening before the conference.

PUBLIC RELATIONS

Our dedicated PR pro works year-round to keep the 3% mission in the news, citing our sponsors in many pieces as critical to the crusade.

Forbes
FAST COMPANY
ADWEEK
AdvertisingAge
THE WALL STREET JOURNAL.

Past coverage has appeared in Forbes, Fast Company, Adweek, AdAge, The Globe, The Agency Post, The Wall Street Journal, and many others.

EMAIL MARKETING

Over 5,000 members of the 3% community have opted in to keep updated on 3% news. Our bimonthly newsletters, which carry sponsor branding in each conference-specific issue, have a 74% open rate.

SOCIAL MEDIA

The 3% Conference has more than 5,600 Facebook fans and combined 25,000 Twitter followers (a recent Tweetup generated reach of over 59 million), a YouTube Channel, LinkedIn group, and a weekly blog. We regularly spotlight our sponsors and provide link love to your most important initiatives.



VIDEO

Virtually every session of The 3% Conference is available for viewing year-round on our YouTube Channel, the web's largest collection of conference event videos.



SPONSORSHIP LEVELS

Last year, we introduced a new format that our attendees responded favorably to, so we will repeat it in 2017. The majority of day one is themed tracks where attendees go deep during five-hours of master classes taught by legends in the business. Day two will be TED-style presentations that provide a healthy injection of inspiration from top speakers, authors and thinkers. Every attendee will leave with an understanding of what his/her role is in helping to [#changetheratio](#).

If the programs described interest you, please contact katgordon@3percentconf.com to learn more.





EMERGING CREATIVE TRACK

SOLD

Be the presenting sponsor of a five-hour track of master classes for up-and-coming copywriters, art directors and students.

See page 11 for a list of sponsor benefits for this level.

OWNING IT

What's it like to take Cindy Gallop's advice and GTFO and start your own shop? A panel of lady bosses will share the good, the bad and the ugly.

NEGOTIATION SKILLS

How do you ask for a raise? To be put on a juicy brief? To take on more responsibility? Learn how to self-advocate in ways that have proven effective for other up-and-comers.

THE POWER OF STORY

Who knows better the elements of great storytelling than a producer from The Moth. Hear highlights from Megan Jones that show how it's done right, no matter the plot, the storyteller or the audience.

More content to be announced...

I'm one of the students and am so grateful to have had this experience. It has put me years ahead of my fellow colleagues. I have never felt more inspired to be a better designer, leader, and feminist.



MANBASSADORS TRACK

SOLD

Be the presenting sponsor of a five-hour track of master classes for men who champion diversity and are key drivers of creativity and profitability in their agencies and companies.

See page 11 for a list of sponsor benefits for this level.

HE'S DOING IT

What are senior men doing to drive diversity in their agencies? Hear from four Manbassadors about the specific steps they're taking to foster diversity + the gains they're seeing as a result.

MENTORING WOMEN: THE MISSING ACCELERANT

DDB piloted The Phyllis Project this year, a 9-month immersive program for their 12 most promising female creative leaders. Keith Reinhard shares how the Creative Mentorship Program worked... and why men were critical to its success.

MONEYBALL FOR ADVERTISING

Just as Billy Beane realized about the Oakland A's, many ad agencies prize big showy talents versus contributions that actually result in wins. Learn how to build a team of performers that outperform even agencies with bigger budgets.

...and more.

I was very encouraged to see the amount of men who attended. It was great to hear their points of view.



CREATIVE DIRECTOR TRACK

CO-SPONSORSHIP AVAILABLE

Be the presenting sponsor of a five-hour track of master classes for creative leaders.

See page 11 for a list of sponsor benefits for this level.

WAR STORIES

Most creatives only show their highlight reel. We'll show you the documentary version of key leaders' creative lives, including epic failures and lessons learned in the school of hard knocks.

SEND THEM AWAY

Agencies that give creatives the opportunity to work overseas, even for a short stint, reap countless benefits. See many different ways you can send your best talent packing...

THE FUTURE OF...

What do the worlds of retail, tech and media mean hold in store for your team? See around some key corners so you can get your people up to speed.

IF ONLY ADVERTISING COULD USE ITS POWERS FOR GOOD

So popular last year, we've found new campaigns and initiatives that will inspire you that you can make great work that makes the world a better place.

...and more.

I am so glad I went - it was a great learning experience for me and I am challenging myself that I can only return next year if I have taken several actions.



LEADERSHIP TRACK

SOLD

Be the presenting sponsor of a five-hour track of master classes for those who have the ability to shift and change culture in their companies.

See page 11 for a list of sponsor benefits for this level.

INVISIBLE DIVERSITY

Latinos, LGBTQ, and those who suffer from depression are just three types of employees who often “cover” at work, robbing your company of their full contributions and authentic selves. Learn techniques to build a culture that makes it safe for everyone to reach their potential.

WORK, PAUSE, THRIVE

How can you support your employees through parenthood and set up policies and programs to grow their careers along with their families?

...and more.

ALL TRACK SPONSORSHIPS COME WITH THE FOLLOWING BENEFITS:

- 10 full conference registrations (value \$14,270)
- A two-page spread ad in the keepsake program
- Placement of collateral on all seats at the beginning of each track
- Prolific recognition as the presenting sponsor of a themed track
- Ability to briefly introduce the themed track and provide closing remarks following the final speaker
- Inclusion in opening remarks, sponsor video, plus signage at the event
- Logo and link to our site from the 3% Conference website's sponsor page
- Mention in all press releases
- Social Media Support: Public thank you via our social platforms, plus a total of 6 dedicated tweets before, during and after the event
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party

We're proud to sponsor The 3% Conference to show our belief in the critical business need for more female creatives in our industry. Talent is what makes an agency, and female creatives are in high demand and short supply. This needs to change.





KEYNOTE SPONSOR

5 SPOTS AVAILABLE

Sponsor of each keynote has 2 minutes to introduce our highest profile speaker/s and to let the 1000 attendees know how your brand/agency is committed to women in creative leadership.

PLANNED KEYNOTERS FOR 2017:

Luvvie Ajayi, Author of “I’m Judging You”

Cindy Gallop, Founder, MakeLoveNotPorn

Jill Soloway, Producer/Writer, Transparent

YOUR SPONSORSHIP ALSO INCLUDES:

- 7 full conference registrations (value \$10,249)
- A two-page spread ad in the keepsake program
- Inclusion in opening remarks, sponsor video, plus signage at the event
- Ability to introduce keynote speaker from the main stage
- Logo and link to our site from the 3% Conference website’s sponsor page
- Mention in all press releases
- Social Media Support: Public thank you via our social platforms, plus 4 dedicated tweets before, during and after the event
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party



OPERA BOX SPONSOR

5 SPOTS AVAILABLE

Brand the most prestigious seats in the house with your agency or brand name. Each opera box seats 20 employees and can be wrapped with a banner showcasing your agency's support.

YOUR SPONSORSHIP ALSO INCLUDES:

- 20 full conference registrations (value \$29,940)
- A two-page spread ad in the keepsake program
- Inclusion in opening remarks, sponsor video, plus signage at the event
- Logo and link to our site from the 3% Conference website's sponsor page
- Mention in all press releases
- Social Media Support: Public thanks you via our social platforms, plus 4 dedicated tweets before, during and after the event
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party



I loved it. It is the best, most inspiring, motivational conference I have ever attended. I had no idea what to expect but was completely blown away.

SOCIAL SPONSOR

\$50,000

1 SPOT AVAILABLE

When conference attendees need to recharge and connect with their Social Network, the Social Lounge is the perfect place for them to do so. We'll custom outfit a space with: robust WiFi; charging stations for tablets, phones, and laptops; light snacks; and an oversized monitor displaying live Conference tweets.

Posters featuring your branding will be displayed in the Social Lounge. And you're free to provide material and/or swag about your brand (within reason).

And we'll collaborate with you to tune the 3% Conference Social strategy, including taking a leading role in live tweeting from the Conference.

YOUR SPONSORSHIP ALSO INCLUDES:

- 6 full conference registrations (value \$8,987)
- A two-page spread ad in the keepsake program
- Inclusion in opening remarks, sponsor video, plus signage at the event
- Logo and link to our site from the 3% Conference website's sponsor page
- Mention in all press releases
- Social Media Support: Public thank you via our social platforms, plus 8 dedicated tweets before, during and after the event
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party



LUNCH OR COCKTAIL SPONSOR

1 SPOT LEFT

Sponsor has a five-minute speaking slot to the full audience, sharing how your brand/agency is committed to women in advertising as lunch is served or the cocktail hour kicks off.

YOUR SPONSORSHIP ALSO INCLUDES:

- 5 full conference registrations (value \$7,485)
- A two-page spread ad in the keepsake program
- Inclusion in opening remarks, sponsor video, plus signage at the event
- Logo and link to our site from the 3% Conference website's sponsor page
- Mention in all press releases
- Social Media Support: Public thank you via our social platforms, plus 3 dedicated tweets before, during and after the event
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party

Excellent; thoughtful, tasty, comfortable – it had everything! You have created something hugely meaningful and now the wheels are in motion and can never be stopped!

MAIN STAGE SPOTLIGHT SPONSOR

6 SPOTS AVAILABLE

Choose to sponsor one of our highest visibility sessions, presented to all 1000 conference attendees in a TED-talk style format. Presentations will be 30-40 minutes in length.

FIRST PERSON

How to Borrow Someone's White Male Privilege for the Day by Sarah Shapiro, Filmmaker

NOW I KNOW

Until you risk asking the uncomfortable question, you never break through to a fuller understanding of the people around you. Torsten Gross, JWT

WOMEN IN MEDIA

SOLD

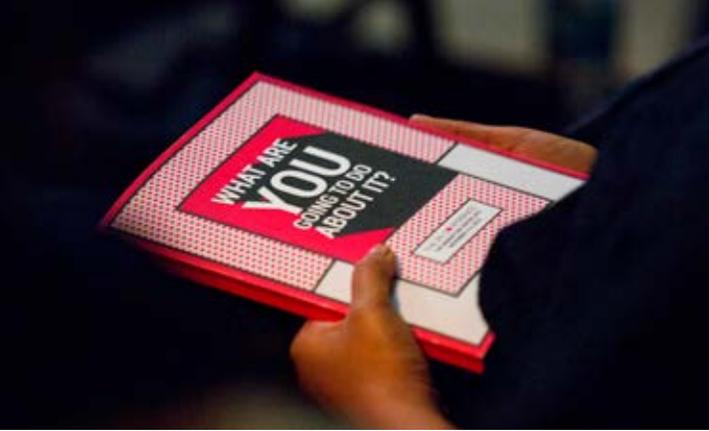
It's women — and women of color — who are heading many key media companies and challenging limited portrayals of all people. A power panel takes our stage.

...and more.

YOUR SPONSORSHIP ALSO INCLUDES:

- 4 full conference registrations (value \$5,988)
- A one page ad in the keepsake program
- Inclusion in opening remarks, sponsor video, plus signage at the event
- Ability to introduce speakers or panelists from the main stage
- Logo and link to our site from the 3% Conference website's sponsor page
- Mention in all press releases
- Social Media Support: Public thank you via our social platforms, plus 3 dedicated tweets before, during and after the event
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party





BREAKFAST SPONSOR

SOLD OUT

Sponsor is recognized with signage and a thank you from the podium upon opening remarks for providing breakfast to all attendees.

YOUR SPONSORSHIP ALSO INCLUDES:

- 3 full conference registrations (value \$4,491)
- A one page ad in the keepsake program
- Inclusion in opening remarks, sponsor video, plus signage at the event
- Logo and link to our site from the 3% Conference website's sponsor page
- Mention in all press releases
- Social Media Support: Public thank you via our social platforms, plus 3 dedicated tweets before, during and after the event
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party

NETWORKING OR INTERNET SPONSOR

SOLD OUT

Be the hero that feeds, quenches and provides 30 minutes of networking time to attendees in the mid-morning or mid-afternoon. Or the wireless provider that allows attendees to tweet, post and stay in touch with the outside world.

YOUR SPONSORSHIP ALSO INCLUDES:

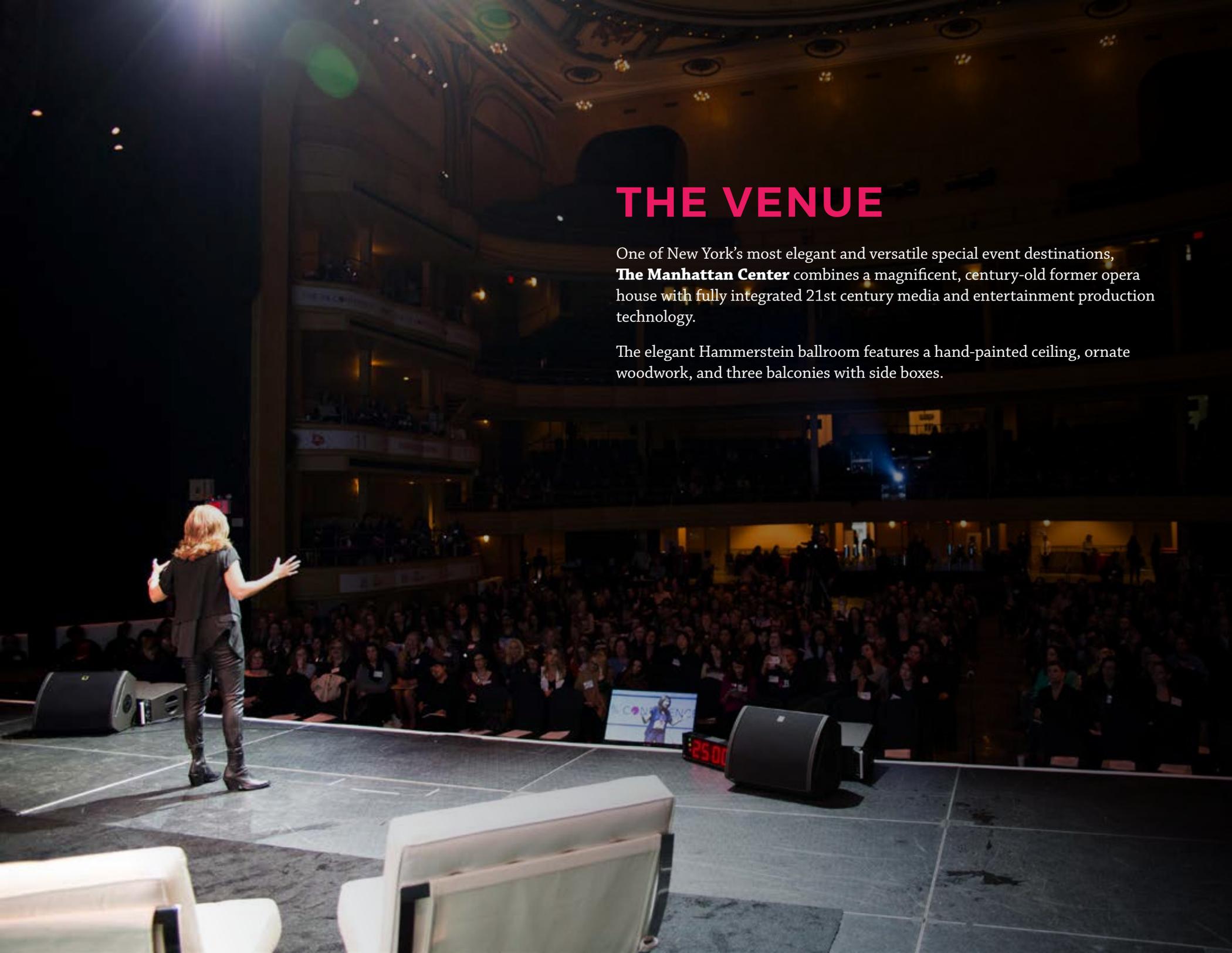
- 2 full conference registrations (value \$2,994)
- A one page ad in the keepsake program
- Inclusion in opening remarks, sponsor video, plus signage at the event
- Logo and link to our site from the 3% Conference website's sponsor page
- Mention in all press releases
- Social Media Support: Public thank you via our social platforms, plus 3 dedicated tweets before, during and after the event
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party

SUPPORTING PARTNERS

20 SPOTS AVAILABLE

YOUR SPONSORSHIP INCLUDES:

- 2 full conference registrations (value \$2,994)
- Company name inclusion in the keepsake program
- Inclusion in sponsor video, plus signage at the event
- Logo and link to our site from the 3% Conference website's sponsor page
- Mention in all press releases
- Exclusive invitation to VIP Sponsor/Speaker Welcome Party

A woman with long blonde hair, wearing a black sleeveless top and black pants, stands on a stage with her arms outstretched, addressing a large audience seated in a grand, ornate ballroom. The room features multiple balconies filled with people, a hand-painted ceiling, and ornate woodwork. Stage equipment, including speakers and a small screen, is visible in the foreground.

THE VENUE

One of New York's most elegant and versatile special event destinations, **The Manhattan Center** combines a magnificent, century-old former opera house with fully integrated 21st century media and entertainment production technology.

The elegant Hammerstein ballroom features a hand-painted ceiling, ornate woodwork, and three balconies with side boxes.



READY TO BE PART OF THE 3% MOVEMENT?

Please contact Kat Gordon to set up a
planning call about your 2017 involvement.

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DDB