

BRING

IT

**THE 7TH ANNUAL
3% CONFERENCE**

**NAVY PIER \ \ CHICAGO
NOVEMBER 8-9, 2018**

3% is not a conference where you phone it in. Every attendee has a role to play as future builders of creativity. That's why our theme for 2018 is:

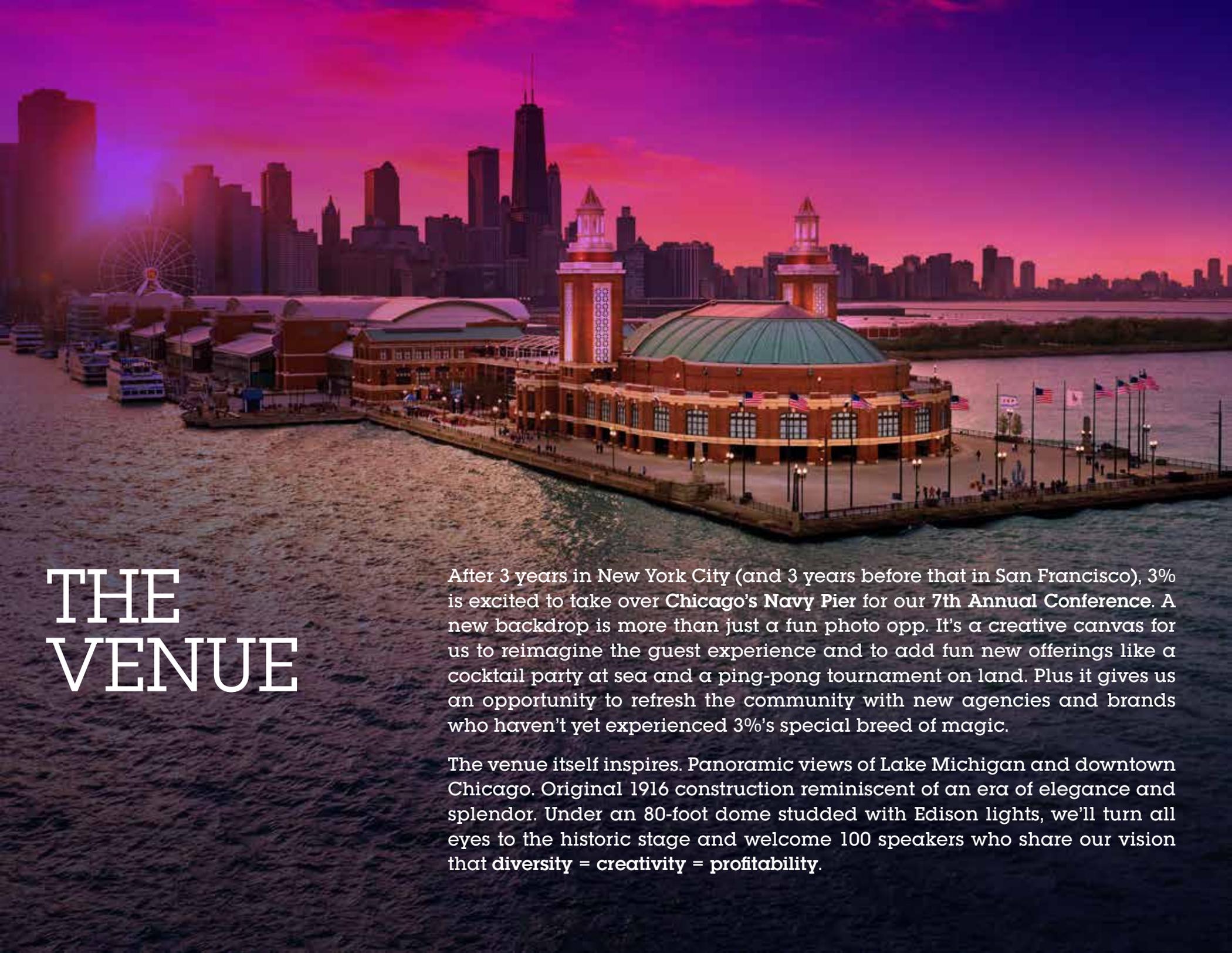
BRING IT

A rally cry to bring and share your wisdom.

An invitation for more peer-to-peer learning.

A reminder to bring your men, your juniors, your leadership, your clients — a true cross-section of your company.

Our 7th annual conference will offer more opportunity for audience involvement than ever before, tapping the wisdom of the 1,200 people who gather to **#changetheratio**.

An aerial photograph of Navy Pier in Chicago at sunset. The pier's iconic architecture, including its large green dome and two towers, is illuminated. The Chicago skyline, featuring the Willis Tower, is visible in the background against a vibrant orange and purple sky. The foreground shows the water of Lake Michigan.

THE VENUE

After 3 years in New York City (and 3 years before that in San Francisco), 3% is excited to take over Chicago's Navy Pier for our 7th Annual Conference. A new backdrop is more than just a fun photo opp. It's a creative canvas for us to reimagine the guest experience and to add fun new offerings like a cocktail party at sea and a ping-pong tournament on land. Plus it gives us an opportunity to refresh the community with new agencies and brands who haven't yet experienced 3%'s special breed of magic.

The venue itself inspires. Panoramic views of Lake Michigan and downtown Chicago. Original 1916 construction reminiscent of an era of elegance and splendor. Under an 80-foot dome studded with Edison lights, we'll turn all eyes to the historic stage and welcome 100 speakers who share our vision that **diversity = creativity = profitability.**

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, portfolio reviews

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

Community: A vibrant 37,000+-person online tribe spanning Facebook, Twitter, Pinterest, YouTube, Instagram and LinkedIn

Research: Our "Elephant on Madison Avenue," "Female Creatives on the Rise," and "Where We Stand" 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 Conference in a Box, YouTube and The 3% Blog

Our goal? To put ourselves out of business. As quickly as possible. 1, 2, 3.





THE 3% CONFERENCE FAST FACTS

- Seventh year with audience size growing each year. 1,200 attendees (plus hundreds more via Livestream) at 2017 fall conference in New York City.
- Over 50 participating agencies from all over the country and dozens participating brands including Facebook, Twitter, Apple, Adobe, VISA, Wells Fargo, Morgan Stanley, Coca Cola, PayPal, Pepsico, Nike, eBay, and more.
- Press from AdAge, Associated Press, Campaign, CBS, The Drum, Fast Company, Forbes, The Globe, Huffington Post, NBC, The New York Times, Refinery29, Slate, USA TODAY, Vanity Fair, The Wall Street Journal, and more.

RECOGNITION

- Winner of “Marketers That Matter” from The Wall St. Journal
- 2018 Visionary of the Year award from Advertising Age to 3% Founder, Kat Gordon
- 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 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 creative industries. Many conferences claim they can't find women or people of color for their speaker lineup – a stance we reject outright. 3% is proud to feature 50% speakers of color with a special emphasis on women.

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

1 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 Amazon'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 seven short years, we have the repeat support of virtually all major ad agencies and many top brands.

2 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 microactions), 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 1,200 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 8,000 members of the 3% community have opted in to keep updated on 3% news. Our monthly newsletters, which carry sponsor branding in each conference-specific issue, have a 74% open rate.

SOCIAL MEDIA

The 3% Conference has more than 6,500 Facebook fans and combined 30,000 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, and we produce “3% in a Box” — complete with discussion guides and session recaps to enable companies to share the learnings with colleagues and generate meaningful dialogue after the conference wraps.



SPONSORSHIP LEVELS



In 2016, we introduced a new format that our attendees responded favorably to, so we have continued it. 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.



DESIGN YOUR OWN ACTIVATION

Position your brand front and center with a creative, custom branding opportunity at the conference. Our events team will work with your team to customize a sponsorship package that meets your event exposure goals, your brand message, and budget.

Why? We've already told you, we are not a plug and play event. We #changetheratio by being creative, adaptive and by constantly changing the game.

In 2018, we are adding a ping-pong tournament and a cocktail reception at sea. Bring us your most inspired ideas and we'll work with you to make them live!

YOUR SPONSORSHIP ALSO INCLUDES:

The opportunity to fashion your own on-site activation or attendee engagement activity

Eligible for standard benefits according to your contribution level

DIAMOND SPONSORSHIP

ALL DIAMOND LEVEL SPONSORS RECEIVE:

30 full conference registrations

A two-page spread ad in the keepsake program

NEW! Access to the Livestream feed for your home or overseas offices

Inclusion in opening remarks, sponsor video, plus signage at the event

Public thank you via our social platforms

Mention in all press releases

Exclusive invitation to VIP Sponsor/Speaker Welcome Party

NEW! Complimentary access to our “3% in a Box” product for your entire office (35+ viewers)

NEW! 10 complimentary postings on 3% Jobs

Logo and link to sponsor’s site from the 3% Conference website’s sponsor page

THEME SPONSORSHIP

We invite your company to become the exclusive underwriter of a theme central to 3%'s ongoing mission. This custom opportunity will be launched in 2018 and will be an ongoing endeavor of the 3% Movement.

THEMES:

Entrepreneurship **SOLD**

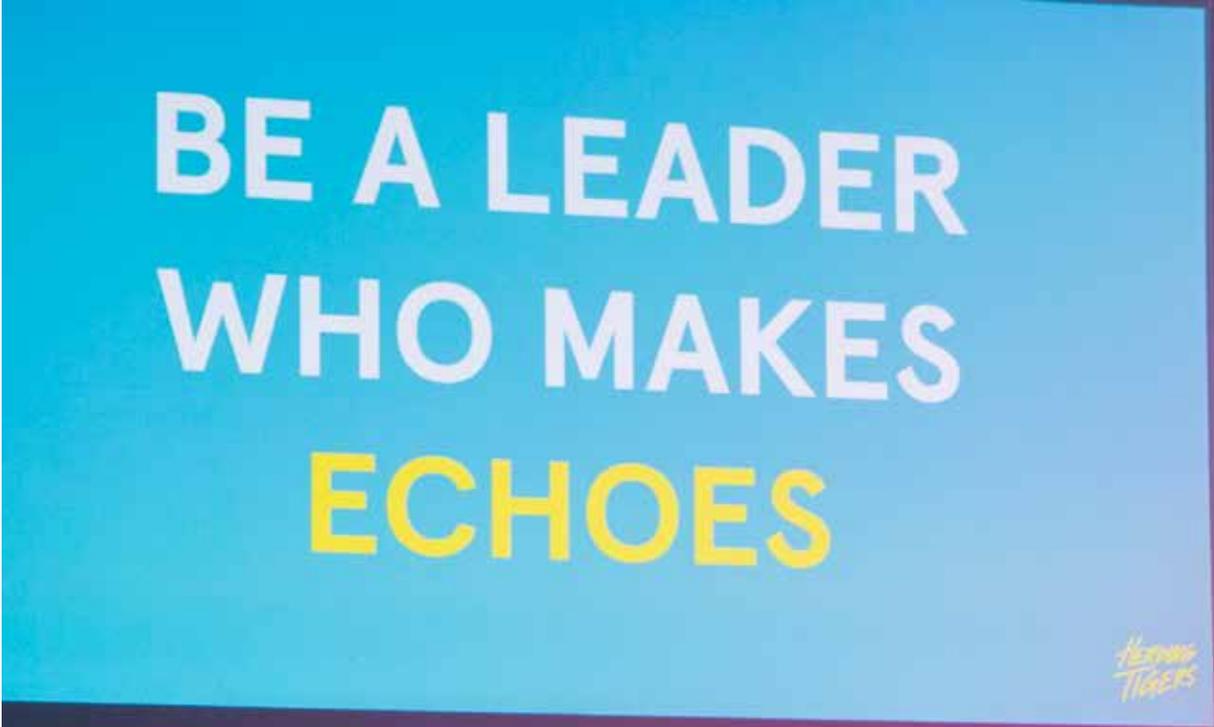
Students/Diverse Voices **SOLD**

YOUR SPONSORSHIP ALSO INCLUDES:

A one-day themed event at your offices, curated and hosted in partnership with 3%

Prolific sponsor recognition at the annual conference to be agreed upon by the sponsor and 3%

The opportunity to co-create and receive sponsor credit for a theme specific microactions list, like our "100 Things" document, that will be widely distributed at the annual conference, to 3%'s 36,000+ online community, and hosted in 3%'s resource library



BE A LEADER WHO MAKES ECHOES



PLATINUM SPONSORSHIPS

SPONSORSHIPS

Lounge Sponsor

Track Sponsor

Livestream Sponsor

Conference In A Box Sponsor

ALL PLATINUM LEVEL SPONSORS RECEIVE:

20 full conference registrations

A two-page spread ad in the keepsake program

NEW! Access to the Livestream feed for your home office

Inclusion in opening remarks, sponsor video, plus signage at the event

Public thank you via our social platforms

Mention in all press releases

Exclusive invitation to VIP Sponsor/Speaker Welcome Party

NEW! 10 complimentary postings on 3% Jobs

Logo and link to sponsor's site from the 3% Conference website's sponsor page

LOUNGE SPONSORSHIP

Your company will be the exclusive Lounge Sponsor at the 3% Conference, providing a dedicated area for conference guests to relax, recharge, and connect.

YOUR SPONSORSHIP ALSO INCLUDES:

Dedicated lounge that includes, but is not limited to, the following features and benefits:

- Comfortable and stylish seating for up to 30 simultaneous guests
 - A custom activation station within the lounge to draw attendee traffic, participation, and increase ROI for the sponsor (previous examples include the Amazon Bookstore)
 - Light food and beverage options included
 - Charging stations and strong wifi connectivity provided
 - Opportunity for the sponsor to provide additional décor for the lounge (pillows, florals, signage, etc.)
 - Opportunity for the sponsor to provide materials/SWAG about your brand (within reason)
-





TRACK SPONSORSHIP

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

YOUR SPONSORSHIP ALSO INCLUDES:

Ability to briefly introduce the themed track (5 mins) and provide closing remarks following the final speaker (5 mins)

Ability to place collateral on all seats at the beginning of each track

Prolific recognition as the presenting sponsor of a themed track, including:

- Listing in the keepsake program as track sponsor
 - Logo featured on impactful print and digital signage in sponsored track room
-

AVAILABLE TRACKS:

Emerging Creative **SOLD**

How-To **SOLD**

Leadership

Creative Director **SOLD**



LIVESTREAM SPONSOR SOLD

Be the official underwriter of the 3% Conference livestream, enabling viewers from around the world to tune-in to the 3% Conference remotely.

YOUR SPONSORSHIP ALSO INCLUDES:

Ability to make brief remarks from the mainstage (2 mins) addressing the livestream audience and stating the importance of increasing the reach of 3% messages

Prolific recognition as the presenting sponsor of live streamed content, including:

- Opportunity for the sponsor to provide bumper videos to run before and/or between breaks in the programming
 - Sponsor mentions and logo inclusion on livestream ticket promotions, on Eventbrite, electronic ticket confirmation emails, and reminder emails
 - Sponsor logo displayed on the livestream host webpage and on the on lead in/out screen for each video segment
-

CONFERENCE IN A BOX SPONSOR

Ok, It's not actually in a box. It's online, easily accessible via link we send just to the purchaser. The 2018 Annual Conference Box includes: videos sessions; comprehensive recaps w/ key takeaways; discussion guides to facilitate hosted viewings/discussion roundtables; exclusive extras - presentation templates, research, podcasts and more. The sponsor becomes the official underwriter of this take-home home item and receives exclusive branding rights for the Box and at the 2018 event.

YOUR SPONSORSHIP ALSO INCLUDES:

Prolific recognition as the presenting sponsor of the 2018 Annual Conference in a Box:

- Opportunity for the sponsor to collaborate on key conference takeaways in partnership with the 3% team
 - Opportunity to include one resource in the Box
 - Sponsor mentions and logo inclusion on promotions, the website, purchase confirmation emails, etc
 - Verbally thanked from the mainstage for underwriting this program
-

GOLD SPONSORSHIPS

SPONSORSHIPS

Cocktail Party

Delegation Lounge

ALL GOLD LEVEL SPONSORS RECEIVE:

15 full conference registrations

A two-page spread ad in the keepsake program

NEW! Access to the Livestream feed for your home office

Inclusion in opening remarks, sponsor video, plus signage at the event

Public thank you via our social platforms

Mention in all press releases

Exclusive invitation to VIP Sponsor/Speaker Welcome Party

Logo and link to sponsor's site from the 3% Conference website's sponsor page

DELEGATION LOUNGE

3 SOLD / 3 AVAILABLE

Bring up to 20 guests to the 3% Conference and gain exclusive access to a mezzanine lounge for your delegates, where your colleagues can watch the 3% Conference in comfortable and stylish seating above the main event floor. Your lounge will be prominently branded showcasing your organization's support.

YOUR SPONSORSHIP ALSO INCLUDES:

5 additional full conference registrations (for a total of 20)

Lounge style seating and other VIP treatments for 20 guests provided

Prominent branding displayed in/near your lounge

GOLD





COCKTAIL PARTY

Sponsor has a brief speaking opportunity in front of the full audience, sharing how your brand/agency is committed to women in advertising before closing remarks and kicking off the cocktail hour. Your logo will also be prominently displayed on signage and serveware during the cocktail party.

YOUR SPONSORSHIP ALSO INCLUDES:

Ability to briefly address (2 mins) the full audience from the main stage prior to dismissal for the party

Sponsor's logo will adorn all serveware and signage during the party

SILVER SPONSORSHIPS

SPONSORSHIPS

Press Room Sponsor

Ping Pong Tournament Sponsor

Main Stage Keynote Sponsor

Athena Advertising Awards

General Attendee Lunch

ALL SILVER LEVEL SPONSORS RECEIVE:

10 full conference registrations

A two-page spread ad in the keepsake program

NEW! Access to the Livestream feed for your home office

Inclusion in opening remarks, sponsor video, plus signage at the event

Public thank you via our social platforms

Mention in all press releases

Exclusive invitation to VIP Sponsor/Speaker Welcome Party

Logo and link to sponsor's site from the 3% Conference website's sponsor page



PRESSROOM SPONSOR

Opportunity to underwrite the pressroom at the 3% Conference, which includes exclusive branding opportunities inside as well as priority access.

YOUR SPONSORSHIP ALSO INCLUDES:

Prolific recognition and special access granted in the press room, including:

- Access for five (5) sponsor representatives, press, to enter pressroom simultaneously
 - First right to reserve one (1) main stage talent per day (e.g. Cindy, Kat, etc.) pending availability per talent's media guidelines
 - Pressroom furniture and treatments provided by 3% conference
 - Co-branded 3% and sponsor signage/collateral for the pressroom
 - Opportunity for the sponsor to provide additional décor for the lounge (pillows, florals, signage, etc.)
 - Access to registered list of press attendees
-



PING PONG TOURNAMENT SPONSOR

We're excited about this one. Sponsor the inaugural 3% Ping Pong Tournament! Agencies go head-to-head in an attention-grabbing, crowd-pleasing activity that will be sure to get lots of coverage on social media.

YOUR SPONSORSHIP ALSO INCLUDES:

Logo inclusion and company mentions in pre-event tournament promotion and post event recaps

Unique branding opportunities on tournament brackets, tables, prizes, and SWAG

GRAPHIC RECORDING SPONSOR

Be the official underwriter of this new creative sponsorship! This activity will produce a visually engaging record of discussions, support connections across multiple presentations and help attendees remember and reflect on conference themes.

YOUR SPONSORSHIP ALSO INCLUDES:

All main stage, general admission sessions will be captured by our visual note taker

Prolific recognition as the presenting sponsor of the graphic recording process and images/video

- Sponsor mentions everywhere the art is officially shared
 - Sponsor logo incorporated into the art, visible on the main-stage screen(s) and images/video files
 - Create custom hashtag for social sharing
-





THE 3% CONFERENCE

BEYOND GENDER

MAIN STAGE KEYNOTE SPONSOR

Sponsor of each keynote or main stage spotlight is given the opportunity to introduce our highest profile speaker/s and to let the 1,200 attendees know how your brand/agency is committed to women in creative leadership.

YOUR SPONSORSHIP ALSO INCLUDES:

Ability to introduce keynote speaker/s from the main stage (2 mins)

Prolific recognition as the presenting sponsor of a keynote speaker/s:

- Listing in the keepsake program as Keynote Sponsor
 - Logo featured on mainstage during the introduction of the session
-

KEYNOTES:

Cindy Gallop

Sallie Krawcheck

Emma McIlroy



ATHENA ADVERTISING AWARDS

SOLD

For the second year, the 3% Movement and Athena Film Festival are joining forces for The Athena Advertising Awards, a global competition that recognizes creative advertising that depicts strong, bold women from all walks of life.

YOUR SPONSORSHIP ALSO INCLUDES:

Branding on the Athena Film Festival sitelet.

Ability to announce the winners from the 3% stage.

Recognition as a sponsor of the Athena Film Festival in NYC in February 2019.

2017 WINNERS:

Events/Experiential “Flybabies”
by JetBlue (MullenLowe)

Film “Women Make Us Better”
by Boeing (FCB)

Print “Commit to Something”
by Equinox (W+K)

Integrated Campaigns “Unlike
Any” by Under Armour (Droga 5)

Social Marketing “Ask for a
Raise” by The Muse, Ladies Get
Paid, PayScale, Reply.ai (RGA)



GENERAL ATTENDEE LUNCH

Sponsor has a brief speaking opportunity in front of the full audience, sharing how your brand/agency is committed to women in advertising prior to lunch being served. Your logo will also be prominently displayed on signage and serveware during lunch.

YOUR SPONSORSHIP ALSO INCLUDES:

Ability to briefly address (2 mins) the full audience from the main stage prior to dismissal for the meal

Sponsor's logo will adorn all serveware and signage during the meal

BRONZE SPONSORSHIP

SPONSORSHIPS

Social Takeover Sponsor

Main Stage Spotlight Sponsor

Headshot Sponsor

Breakfast Sponsor

Networking Sponsor

Internet Sponsor

Mothers Room Sponsor

ALL BRONZE LEVEL SPONSORS RECEIVE:

5 full conference registrations

A one-page spread ad in the keepsake program

NEW! Access to the Livestream feed for your home office

Inclusion in opening remarks, sponsor video, plus signage at the event

Public thank you via our social platforms

Mention in all press releases

Exclusive invitation to VIP Sponsor/Speaker Welcome Party

Logo and link to sponsor's site from the 3% Conference website's sponsor page



SOLD

SOCIAL TAKEOVER SPONSOR

Be the agency that amplifies 3%'s social reach by taking the reins at the 3% Conference, highlighting your creativity and social expertise. Help tune 3%'s social strategy by working with the team in the lead up to the live event, then takeover Twitter and Instagram on the event day. The social sponsor will be recognized at the conference in an impactful way by hosting the onsite step and repeat photo booth.

YOUR SPONSORSHIP ALSO INCLUDES:

Sponsor works with 3%'s social team to fine tune the social strategy for the 3% Conference

3% will provide credentials for a complete social takeover of 3%'s Twitter and Instagram during the event

Your logo featured prominently in the backdrop on the onsite photo booth



MAIN STAGE SPOTLIGHT SPONSOR

Choose to sponsor one of our highest visibility sessions, presented to all 1,200 conference attendees in a TED-talk style format. Presentations will be 30-40 minutes in length.

YOUR SPONSORSHIP ALSO INCLUDES:

Ability to introduce sponsored session speaker/s from the main stage (2 mins)

Prolific recognition as the presenting sponsor of a keynote speaker/s:

- Listing in the keepsake program as the session's sponsor
 - Logo featured on mainstage during the introduction of the session
-



BRONZE



HEADSHOT SPONSOR

Underwrite the headshot service, where attendees have the opportunity to upgrade their professional image with a free headshot.

DEDICATED, WELL APPOINTED AREA FOR HEADSHOT PHOTOGRAPHY INCLUDES:

Décor, backdrop, photographer and equipment provided by 3%

Branding opportunities signage, written and verbal mentions in advance of, during, and after the event including in the attendee logistics email

Opportunity to provide additional decor

MOTHER'S ROOM SPONSOR

SOLD

Exclusive opportunity to brand the Mother's Room and provide comforts for nursing guests at the 3% Conference.

YOUR SPONSORSHIP ALSO INCLUDES:

Lounge includes lounge style furniture, hospital grade pumps and supplies for nursing mothers

Sponsor has the opportunity to provide decor and additional services for guests

High profile branding on the exterior wall of the lounge, in a high traffic location

BREAKFAST SPONSOR

1 SOLD / 1 AVAILABLE

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:

Sponsor's logo will be featured on signage and breakfast food serviceware

Sponsor thanked verbally from the main stage during opening remarks both day

NETWORKING BREAK SPONSOR

Be the hero that feeds, quenches and provides 30 minutes of networking time to attendees in the mid-morning or midafternoon.

YOUR SPONSORSHIP ALSO INCLUDES:

Sponsor's logo will be featured on signage and break food service ware

Sponsor's logo will be displayed on the mainstage during sponsored break



INTERNET SPONSOR SOLD

Provide the wireless connection that allows attendees to tweet, post and stay in touch with the outside world.

YOUR SPONSORSHIP ALSO INCLUDES:

Sponsor has the ability to name the conference network and password

Custom login credentials will be displayed throughout the venue on electronic and print signage



SUPPORTING SPONSORSHIP

ALL SUPPORTING SPONSORS RECEIVE:

2 full conference registrations (value \$2,888)

Mention in the 3% keepsake program

Inclusion in opening remarks, sponsor video, plus signage at the event

Logo and link to sponsor's site from the 3% Conference website's sponsor page

Public thank you via our social platforms

NEW! Access to the Livestream feed for your home office

Exclusive invitation to VIP Sponsor/Speaker Welcome Party

SPONSORSHIP LEVELS

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING
COMPLIMENTARY PASSES	30	20	15	10	5	2
PROGRAM INCLUSION	Full Spread	Full Spread	Full Spread	Full Spread	Single Page	Mention
3% IN A BOX	35+ users	35+ users	35+ users			
3% JOBS LISTING	10	5				
LIVESTREAM ACCESS	✓	✓	✓	✓	✓	✓
INCLUSION IN OPENING REMARKS, SPONSOR VIDEO, SIGNAGE	✓	✓	✓	✓	✓	✓
PUBLIC THANK YOU VIA SOCIAL PLATFORMS	✓	✓	✓	✓	✓	✓
MENTION IN ALL PRESS RELEASES	✓	✓	✓	✓	✓	
VIP WELCOME PARTY INVITATIONS	15	10	8	5	3	2

READY TO BE PART OF THE 3% MOVEMENT?

Please contact Kat Gordon to set up a planning call
about your 2018 involvement.

katgordon@3percentconf.com

+1 650-473-1818

