

# **2022 Sponsorship Package**

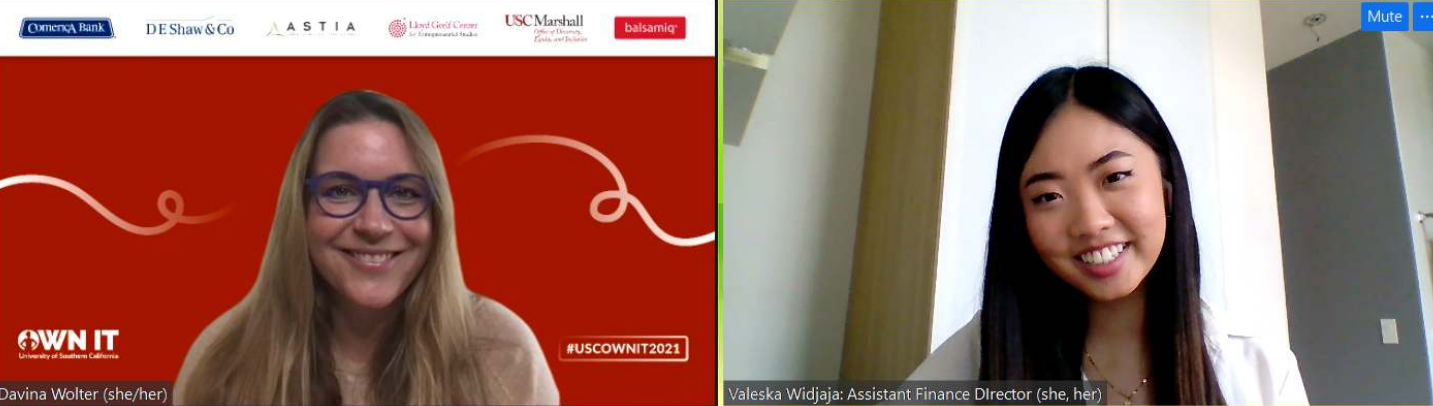
Empowering the next  
generation of women and  
non-binary leaders.



# **OWN IT**

**University of Southern California**









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Shannon Watts



ivia Owens



Tiana Kara





# What is OWN IT?

OWN IT is a summit featuring inspiring voices that motivate women and non-binary youth to achieve success.

Through mainstage panels, topic-based breakout sessions and a networking marketplace, we aim to address the leadership gap by connecting women and non-binary youth in the Los Angeles area to powerful, inspiring, and representational leaders. Our hope is to provide a unique, engaging experience that will leave participants with the knowledge and motivation to achieve both personal and professional success.

Our sixth annual leadership summit will be hosted in person at the University of Southern California in February 2022.



# Our Reach



**1000+**  
Attendees



**100+**  
Sponsors



**150+**  
Speakers



# 2021 Speakers



**Gloria Steinem**

Writer, Lecturer, Political  
Activist, Feminist Organizer



**Amanda Nguyen**

CEO and Founder, Rise



**Beatrice Dixon**

Founder, The Honey Pot  
Company



**Deepa Shivaram**

Political Reporter, NBC  
News



**Rachel Scott**

Congressional  
Correspondent,  
ABC News



**Katy Tur**

NBC News  
Correspondent;  
Anchor, MSNBC Live



**Domee Shi**

Director, Pixar  
Animation Studios



# 2021 Speakers



**Sophia Amoruso**  
New York Times  
Bestselling Author,  
Serial Entrepreneur,  
Online Educator



**Simrin Player**  
Alumna, USC Kaufman  
School of Dance



**Tiana Davis Kara**  
Founder, BUILT BY  
GIRLS



**Shontay Lundy**  
Founder, Black Girl  
Sunscreen



**Susan Yara**  
Founder, NATURIUM;  
YouTuber



**Alyson Stoner**  
Actress, Entrepreneur  
& Wellness Activist





# 2020 Speakers



**Congresswoman  
Katie Hill**

Fmr. Congresswoman  
(D-CA 25th District)



**Patty Jenkins**

Award-Winning  
Writer; Director,  
Wonder Woman and  
Monster



**Katie Kitchens**

Co-Founder and Editor  
in Chief, FabFitFun



**Lavinia Errico**

Founder, Equinox  
Fitness Clubs



**Danielle Brooks**

Actress, Orange Is the  
New Black



**Melody  
McCloskey**

Co-Founder and CEO,  
StyleSeat



**Tina Sharkey**

Co-Founder and CEO,  
Brandless



# 2020 Speakers



**Mandana Dayani**

Founder, I am a voter.



**Shaniqua McClendon**

Political Director, Crooked Media



**Moj Mahdara**

CEO and Co-Founder, BeautyCon Media



**Maryellis Bunn**

Founder and Creative Director, Museum of Ice Cream



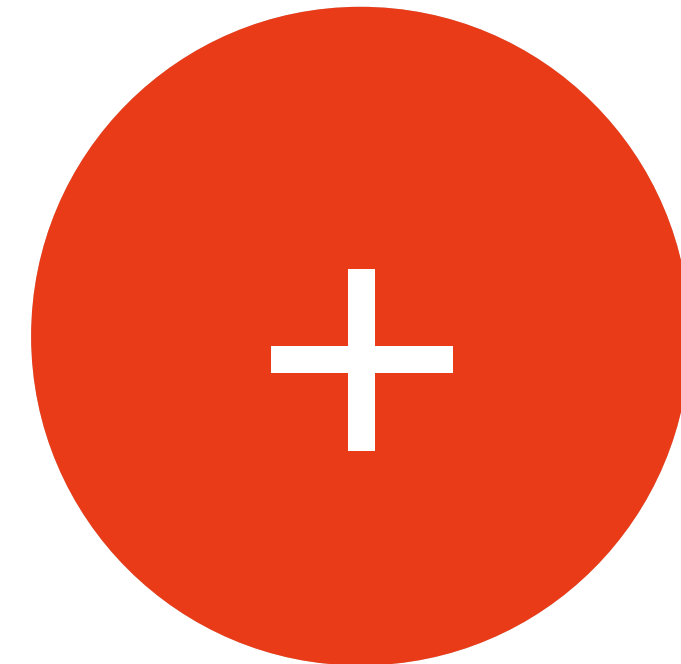
**Angie Jean-Marie**

Advocacy and Engagement Director, TIME'S UP



**Carol Folt**

President, USC





# How can you help?

Corporate and nonprofit sponsors are an essential part of OWN IT.

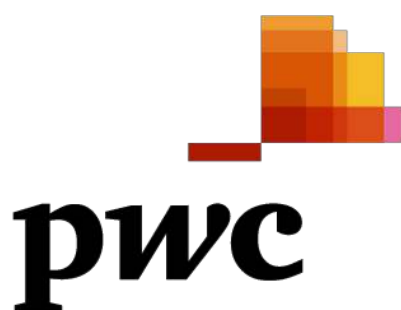
Our Finance Team establishes relationships with companies that prioritize diversity and inclusion in the workplace. Sponsors help us fulfill a vital component of our mission—to inspire women and non-binary youth and empower them to be the future leaders of tomorrow. Our sponsors are an essential part of the conference. Without their support, we would not be able to help our attendees with the resources they need to pursue their future goals.

Come OWN IT with us in February, 2022.





# Past Sponsors





SUPPORT OWN IT		Friend \$250	Supporter \$500	Partner \$1,000	Advocate \$2,000	Mentor \$3,250	Leader \$5,000
	Main Stage Panel Naming Rights						✓
	Breakout Panel Speaker					✓	✓
	Company - Sponsored Posts on OWN IT social media				✓	✓	✓
	Logo on Mainstage Step and Repeat Banner				✓	✓	✓
	5 Summit Tickets			✓	✓	✓	✓
	2 Summit Tickets		✓	✓	✓	✓	✓
	Table during Networking Marketplace	✓	✓	✓	✓	✓	✓
	Social Media & Program Recognition	✓	✓	✓	✓	✓	✓

*See appendix on the following page for a comprehensive explanation of sponsor benefits.*



# Appendix: Sponsorship Benefits Explained

## **Mainstage Panel Naming Rights**

Adds the sponsor company's name to a Mainstage Panel, which will follow on our physical and digital programs given to all summit attendees (e.g. USC OWN IT sponsored by Sponsor). Our 3-4 Mainstage Panels reach 1000+ attendees and will feature the most well-known, established, and accomplished speakers.

## **Breakout Panel Speaker**

Grants the corporate sponsor the opportunity to be the presenting sponsor for the Breakout Panel their representative is speaking on. This designation will be made clear in all of the social media/print ads and for all our attendees. OWN IT would work with the sponsor representative to find appropriate panelist(s) from their company for the most relevant panel. Each sponsor may present up to two speakers for the panel.

## **Company-Sponsored Posts on OWN IT Social Media**

The sponsor will be featured on the OWN IT website with its logo, which will be linked to the company's site or social media, and a brief description of the company. They will also receive one company-sponsored story on the official USC OWN IT Instagram account.

## **Logo on Mainstage Step and Repeat Banner**

Displays the corporate sponsor's logo on OWN IT's step and repeat banner which will be prominently displayed center-stage throughout mainstage panels. The banner will be seen in all official summit photographs taken of Mainstage Panels, as well as in the background of an official team photo to be displayed on our website.

## **5 Summit Tickets**

Provides the sponsor with five free summit tickets that can be utilized for their own company representatives or, if they choose to do so, to sponsor students.

## **2 Summit Tickets**

Provides the sponsor with two free summit tickets that can be utilized for their own company representatives or, if they choose to do so, to sponsor students.

## **Table during the Networking Marketplace**

Enables the corporate sponsor to have a table at our networking event. During this time, corporate sponsors can have company recruiters talk to students regarding job or internship opportunities or discuss ways in which the company supports women in their workforce. The goal is to allow students to ask any questions that they may have about the company.

## **Social Media & Program Recognition**

The sponsor's logo will be displayed on all programs given to attendees and on the OWN IT website, along with the logo being posted on Instagram grid posts with other sponsor logos on our official account. This gives our followers a preview of what types of companies are sponsoring the summit and who are interested in supporting OWN IT's goal of creating conversation among the next generation of student leaders.

**We have reduced sponsorship levels and added benefits from previous year to reflect our current economy and state of the corporations and nonprofits we are reaching out to.**



# Stay in touch



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