

#GirlsClub

YOU KNOW WHERE YOU WANT TO GO.

WE'RE GOING TO GET YOU THERE.



FACTOR8
Your Inside Sales Advisor



[PROGRAM OVERVIEW]

OUR MISSION VISION AND VALUES

MISSION #GirlsClub is committed to changing the face of sales leadership Worldwide by empowering more women to earn roles in management by providing job training, role models, a spotlight and community.

VISION Someday soon every working woman will boast a #GirlsClub logo on their profile. Tens of thousands of members will sponsor new members spanning all sectors of business, education, and government. What started as “bad-ass women of sales” will galvanize women Worldwide to stand up, to reach for more, and to support each other in the process. Together we will take more risks, open more opportunities, and re-write stereotypes in business, in Hollywood, in developing Nations and in our schools. Together we can activate our collective voice, our vote, and our buying power. The storm is brewing. Women of the world are the lightning. #GirlsClub is the thunder.

VALUES We value inclusion, education, hard work and spirit. We believe in the power of role models and integrity as passionately as we do authenticity and imperfection. We are initiative-takers, people-developers and esteem-builders. We hold true that opportunity is plentiful and a community of support and encouragement will shine a light into corners where scarcity may still exist. We celebrate trail blazers, risk takers, working moms, and every single women in the World who listened to her little voice that said, “More.”

OUR STORY

#GirlsClub was founded by Lauren Bailey, Founder and President of sales training company Factor 8. Lauren has spent 2 decades in digital sales leadership and has seen first hand how men out-number women across nearly every industry. Inspired by conversations with her peers at the American Association of Inside Sales Professionals and Women Sales Pros, she made a small gesture toward change:

Factor8 would donate 1 free seat to their award-winning online sales management training program for an aspiring woman sales manager at companies attending the AA-ISP Conference.

#GirlsClub quickly went viral. With a single announcement and LinkedIn post, hundreds of men and women from beyond the conference (and beyond the US!) started identifying female talent and encouraging them to participate. And then it grew some more. What if we didn't just provide skills? What if we built a community? We added:

- Hands-on skill practice & demonstration
- Feedback from peers and facilitators
- Live webinars
- 1:1 mentors
- Private access to inspiring thought leaders
- A face-to-face finale event

#GirlsClub Goes Viral:

In the first 2 weeks after offering the program, the #GirlsClub movement has received more than 30,000 Social Media views, 6000 video views, 1000 web form hits and nearly 200 sign ups.

We think we might be on to something. We hope you'll join us in changing the face of sales Worldwide.



[SPONSOR OVERVIEW]

WHY SPONSOR?

The time is right and the community is activating! Your brand will be seen by tens of thousands as a leader of diversity and inclusion, and a leading supporter of women in sales. Boost your public image, open more participants slots for your company, and gain access to users recommenders, and decision makers in companies you've never reached before.

SPONSOR BENEFIT		PAY IT FORWARD SPONSOR \$5000	PATRON SPONSOR (6 OPEN) IN-KIND	ADVOCATE SPONSOR (6 OPEN) \$20,600	PARTNER SPONSOR (6 OPEN) \$34,880	TITLE SPONSOR (4 OPEN) \$46,980
PEOPLE	Student Registrations	1	0	3	4	5
	Working Mentors	1	1	3	4	5
	Thought Leader Featured	0	1	0	1	1
	Program Advisor	0	1	0	0	1
BRANDING*	Logo & link on web / social pages	✓	✓	✓	✓	✓
	Product placement consideration		✓	✓	✓	✓
	Social Media thank you (3+)	✓	✓	✓	✓	✓
	Logo at Rise Up Finale Summit		✓	✓	✓	✓
Monthly email sponsor: 2-3 emails with your 5-line commercial 3-minute spotlight commercial in participant webinar				✓ ✓	✓	
3-minute. spotlight commercial in all-hands webinar Spotlight commercial on webpage					✓ ✓	
Spotlight commercial on thought-leader webinar 1 Sponsor attendance & live spotlight at finale event "Brought to you By" branding on all materials, sites						✓ ✓ ✓

ROLE	DESCRIPTION	APPOX. #
Participants	Rep / new manager level taking the training to gain management promotion	75
Managers	Participants' managers (same company)	75
Advocates	Manager / Director / Executive agreeing to support participant (same company)	75
Mentors	Volunteer with 10+ yrs. Experience (Sr. Director average level) from different company	75
Thought Leaders	Expert at top of her field in sales / business / entrepreneurship	25
Shadows	Sister groups following & receiving email + thought leader content	500 +
Followers	Community of social followers supporting the program	20,000 +

IN-KIND SPONSORS NEEDED:

We need the following services: marketing, social media, PR, videography and editing, administration, facilities, catering, and equipment use.

*See next page for more detail on event descriptions



[SPONSOR OVERVIEW]

	BENEFIT	DESCRIPTION	IMPACT
ALL SPONSORS	Logo & link on #GirlsClub website & social pages	Your brand will be displayed on all #GirlsClub web, LinkedIn, and Facebook home pages as a company that supports launching more women into sales management.	5,000+ Online 1 year
	Product placement consideration	Could your tool, service, or software help us during our virtual training or live event? Let's put it in the hands of our 200 active participants, mentors, and thought leaders.	200+ In-hand
	Social Media thank you's	We're averaging more than 7K views per post on #GirlsClub. Shouldn't each of our fans know about you? 3+ mentions through lead-in and 9-month program.	10,000+ Social media 1 year
	Logo at Rise-Up finale summit	This 2-day conference will be attended by 200 women – Thought leaders, Mentors, Managers, and Reps. No booths, just learning, inspiring, and connecting. And one more time for each participant to say thank you to you for making it possible.	200+ In person 2 days
ADVOCATE	Monthly email sponsor	Get viewed by brands you couldn't reach before with a link to your commercial and offer in our inspirational content emails. Emails are sent 2-3 times per month and go to each participant, their manager and advocate in their company, mentors, thought leaders, and our extended network of shadows. – that's over 500 women at every level x 2-3x in a month.	1000+ In email 1 month
	Participant webinar sponsor	Each month participants are brought together to work on newly learned management skills, and your commercial will open the webinar. (No more than two / webinar). These sessions and your message are recorded & become part of the required curriculum for all future #GirlsClub participants.	75+ Live online & recorded for future rounds
PARTNER	All-hands webinar sponsor	Our largest live event happening only 3 times, your commercial will open the all-hands meeting of participants, mentors, and thought leaders, and your representative is invited to attend. This event is part content, part inspiration, and all community building. Recorded for future programs. No more than 2 sponsors / event.	200+ Live online & recorded for future rounds
	Web-page spotlight	Our new www.SalesGirlsClub.com webpage is the gateway for all participants, mentors, thought leaders, shadows, and extended network of followers. That's thousands of men and women at all levels. Your logo is already here, put your video or your offer here as well.	5,000+ Online 1 year
TITLE	Thought-Leader Interview spotlight	Live interviews with big names in business. Exclusive live attendance for Thought Leaders, Mentors, and Advocates + recording for all participants, shadows, and future participants. This will be the content people are talking about. Your 3-min interview / commercial will Open the session and your representative is invited to attend. No more than 2 sponsors.	100+ Live online, Emailed to 500+ . Recorded for future rounds
	Rise-up finale summit spotlight	Exclusive to our top sponsors, we'll pull your representative on stage for a few words and a round of applause from a grateful crowd of 200 participants, mentors, and thought leaders.	200+ In person
	Brought to you by branding	Program materials – like our site – are viewed by not only all current and prospective participants, mentors, and thought leaders, but by future hopeful participants and the curious. Thousands of views + staying power.	1000+ In print, online 1 year

BROUGHT TO YOU BY



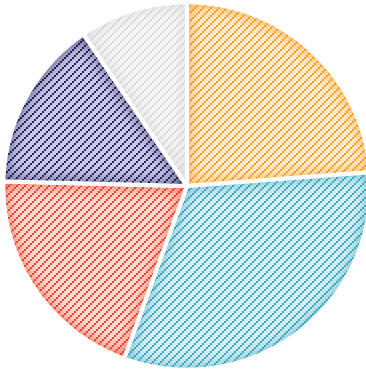
#GirlsClub

[SPONSOR OVERVIEW]

Get to Know the Women in #GirlsClub

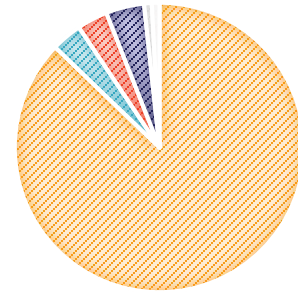
#GIRLS CLUB JOB LEVEL

■ Rep
 ■ Manager
 ■ Director
 ■ VP
 ■ C-Level



#GIRLS CLUB DEPARTMENTS

■ Sales
 ■ Other
 ■ Training
 ■ Operations
 ■ HR
 ■ Marketing



#GirlsClub is tightly focused on producing more inside / digital sales managers and VP's. We do this by surrounding our participants (reps) with role-model leaders (Managers, Directors) and exposing our mentors (Directors) with inspirational thought-leaders (VP, C-Level)

Get to Know the Participating Companies

Here is a snapshot of some of the brands represented by participants, mentors, or thought leaders. There are a maximum of 5 participants from each company. We can not guarantee that applicants from each of the company below are selected to participate.

ADP	Pearson	Cardinal Health	Hunter Douglas
Georgia Pacific	Service Source	CDW	Sysco Guest Supply
Grainger	SAP	Comcast	Medline
IBM	Staples	Elsevier	Paychex
MarketSource	Thomson Reuters	Finstra	Tesla Motors
Microsoft	Velcro	Bottomline Technologies	Verizon
Panasonic	Vonage	Boundtree	ZipRecruiter

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