Thank you for your interest in the 2021 Step Up Together digital summit benefiting Step Up. With support from companies like yours, Step Up will once again host a monumental day of content for 3,000+ changemakers while raising critical funds in support of mentorship programs for girls.

Jamie Kogan
Executive Director, National Development
jamie@suwn.org | 310.497.3514
Being apart of Step Up has impacted me and it has taught me so many things that I have been able to incorporate into my life. One example of that is a trip we made to Ketchum, and on this trip, I got a wake up call. I used to stand back in a crowd, and I wouldn’t want to speak up. A mentor noticed that... she told me that you can’t stand back in a crowd you have to speak up and take charge and take these opportunities. Because if you don’t take charge of these opportunities you are going to lose them. That was a really big wake up call for me. The whole ride home I was thinking about what she said... After that, I started speaking up more and I started asking more questions and being more interactive. That was something that really impacted me and it made me a better person today.

Fatou Gumaneh
Step Up Alumna

Step Up is a space of social justice. It’s a space of compassion. It is a space of gratitude and giving back. It’s a space of fulfillment. A space of growth and inspiration. It’s a space that empowers me to be exactly who I was meant to be all along. I see so many possibilities career-wise, and Step Up has contributed to this vision.

Valeria Gonzalez
2020 Step Up Together Alumna Honoree

INVESTING IN THE NEXT GENERATION

Step Up supports girls of color in underserved communities in developing the skills, relationships, and access needed to become confident, capable, career-focused, and ready to join the next generation of womxn leaders.

We envision a world where everyone has a seat at the table and are committed to creating a pipeline of diverse young women to confidently and skillfully enter the workforce. Now more than ever, mentorship matters. Step Up is uniquely positioned to equip teen girls and young womxn with critical resources.

In 2020, Step Up Together raised more than $600,000 that funded critical virtual mentorship programs focused on emotional well-being and support for teen girls facing the many challenges of a global pandemic.

Teens with a mentor are 55% more likely to enroll in college

100% of Step Up teens have access to multiple professional womxn role models (including virtually!)

97% of Step Up girls identify as a member of a community of color
LOOKING BACK ON STEP UP TOGETHER

2020 Honorees

DEBBIE ALLEN
artistic director & cofounder, Debbie Allen Dance Academy executive producer, Grey’s Anatomy
in conversation with Step Up alumna Audre Wheeler + Step Up CEO Delores Druilhet Morton

MARISSA SOLIS
sr. vice president, core brands, partnerships, and media at Frito Lay North American
introduced by NBC’s Cesar Conde + and interviewed by Step Up alumna Valeria Gonzalez

CHRISSEY METZ
actress, This is Us
in conversation with co-star Mandy Moore + Step Up alumna Rosy Garcia

VALERIA GONZALEZ
alumna honoree, Step Up Class of 2020
introduced by executive producer Gloria Calderón Kellett

STEP UP TOGETHER
OUR PAST SUMMIT SPEAKERS ARE THOUGHT-LEADERS!
2020 PARTNERS INCLUDED:

us bank
SG
ULTA Beauty
Google
group m
Michael Stars
pwc
verizon
AVERY DENNISON
benefit
BIRDIES
TJ-MAXX
CAA
crunchyroll
IT COSMETICS
invitation homes
(mt)
persona
AND MORE!
STEP UP TOGETHER'S REACH

2020 Coverage

EDITORIAL
broadcast viewership: 2,554,493
online impressions (UVPM): 38,791,636

DONATED AD SPACE
Print: 3,411,860
Online: 6,040,592

WEB TRAFFIC
23,515 website sessions during September

SOCIAL ENGAGEMENT
(August 27-September 10)
87,845 total event social impressions (Facebook, Instagram, Twitter, LinkedIn)

STEP UP TOGETHER'S MOST ENGAGING INSTAGRAM POSTS:

2020 Sessions
120 speakers
18 Step Up alumnae + teen speakers
44 sessions
5,122 total session views (live + on demand)
116 average session views (live + on demand)

2020 Attendee Profile
3,419 registrants
12 countries + 43 US states represented
1,495 peak # of attendees who tuned in simultaneously to digital summit programming

TALENT ENGAGEMENT
Melissa Fumero
87,900 likes

Stephanie Beatriz
55,197 likes

Cara Santana
30,799 views

9.41% engagement rate
8.17% engagement rate
8.68% engagement rate
8.06% engagement rate
A variety of brand activations connect influential attendees with Step Up Together partners.

Virtual Brand Lounges

In 2020, attendees visited virtual lounges to engage with global brands!

**U.S. Bank.** The visionary sponsor offered guests a resource to boost their chance for professional success at work through a quick guide on how and when to ask for a raise.

**Ulta Beauty.** Attendees stepped into a virtual pop-up shop to grab hair-care essentials!

**Michael Stars.** This style lounge provided guests the chance to win a $500 online gift card while exploring for fall fashion needs.

**PwC.** Attendees celebrated companies who invest in new technologies, promote diversity + inclusion, and prioritize a people-first approach.

**Media Temple.** Guests tuned in for a short webinar with Media Temple on finding clarity in the blur of home, agency, and pandemic.

**Benefit Cosmetics.** The Benefit Cosmetics lounge invited guests to shop for all of their “Above the Mask” favorites.

**Southern Glazer’s.** The wine + spirits brand discussed the importance of mentorship for the next generation of women leaders to promote diversity in the hospitality industry.

Sponsored Summit Sessions

Last year, partners hosted programming for attendees on the main stage and in breakout sessions.

- **Mentoring vs Mothering: Everyday Mentorship for this Moment** with Step Up CEO Delores Morton and daughter Valarie Kemp presented by U.S. Bank
- **#IamRemarkable** presented by Google
- **Defining Curls & Making Waves** with Ulta Beauty’s David Lopez
- **Wine Tasting with the McBride Sisters** sponsored by Southern Glazer’s Wine & Spirits
- **Above the Mask Tutorial** with Benefit Cosmetics’s Chief Beauty Ambassador Maggie Ford Danielson

DIGITAL GIFT BAG:
Guests left the summit with a digital gift bag filled with goodies curated by Step Up Together partners.

BRANDED MOBILE APP + WEB BROWSER:
Attendees interacted directly with partners on the event mobile app + web browser through branded splash pages, banner ads, text messaging, push notifications, + social wall posting!
BUILDING RELATIONSHIPS

Step Up Together connects more than 3,000 global changemakers and brands.

The Networking Experience

- 11,000+ connections are made during event networking opportunities
- Attendees connect with one another through:
  - Video conferencing networking sessions
  - Networking wall prompts
  - 1 on 1 chat functionality
  - Attendee profiles that serve as digital business cards
  - A “shake to connect” next-level networking experience to exchange profiles
### Presenting Sponsor

**$75,000+ investment** | ONE AVAILABLE
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All visionary sponsor benefits plus;
- Summit naming rights: Step Up Together presented by ________.
- Co-branding on all eblast announcements
- Co-branding on event app splash page
- Co-branding on event slides
- Welcome video inclusion with company representative and Step Up CEO
- Verbal recognition as presenting sponsor during select program sessions
- Acknowledgement as presenting sponsor in event press release

### Visionary Sponsor

**$50,000 investment**
All platinum sponsor benefits plus;
- (1) 30-second company promotional video to play for attendees
- (1) branded push notification from event app to attendees
- 75 All-Access passes, including entrance to exclusive sessions + VIP networking

### Platinum Sponsor

**$25,000 investment**
All gold sponsor benefits plus;
- Session naming rights for (1) main stage summit session
- Celebrity or Step Up teen gifting/styling
- Signage in virtual event lobby via a platinum level banner ad
- Digital content including 1 co-branded eblast, 2 co-branded social posts and 1 dedicated post-event eblast
- Logo recognition on event website and event app
- Inclusion in social content including 1 co-branded social post
- 50 All-Access passes, including entrance to exclusive sessions + VIP networking
- Receive + contribute to digital gift bags

### Gold Sponsor

**$15,000 investment**
All silver sponsor benefits plus;
- Virtual brand lounge
- Co-branded text messaging to attendees
- Signage in virtual event lobby via a gold level banner ad
- Logo recognition on event website and event app
- Inclusion in social content including 1 co-branded social post
- 40 All-Access passes, including entrance to exclusive sessions + VIP networking
- Receive + contribute to digital gift bags

### Silver Sponsor

**$10,000 investment**
All bronze sponsor benefits plus;
- Name recognition with hyperlink on event website + event app
- 20 All-Access passes, including entrance to exclusive sessions + VIP networking
- Receive + contribute to digital gift bags

### Bronze Sponsor

**$5,000 investment**
All community sponsor benefits plus;
- Name recognition with hyperlink on event website + event app
- 15 All-Access passes, including entrance to exclusive sessions + VIP networking
- Receive digital gift bags

### Community Sponsor

**$2,500 investment**
- Name recognition with hyperlink on event website + event app
- 15 All-Access passes, including entrance to exclusive sessions + VIP networking
- Receive digital gift bags
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Ulta Beauty

Hilary Smith
NBCUniversal

Maggie Stockdale
MediaMath
ARE YOU READY TO STEP UP TOGETHER?

Contact Jamie to become a partner + invest in the next generation of womxn leaders!

jamie@suwn.org
310.497.3514

suwn.org/stepuptogether