

---

EMPOWER  
PROMOTE  
IGNITE  
CULTIVATE

---



**2020**

# CORPORATE PARTNERSHIP OPPORTUNITIES



**CENTRAL EXCHANGE**  
WHERE WOMEN SHAPE THE FUTURE

# TOGETHER WE ARE STRONGER.

Dear Valued Partner,

For the last 40 years, Central Exchange has connected, cultivated and accelerated women in our community. Many of Kansas City's strongest and most influential women leaders began their journey of professional advancement at Central Exchange, and our goal is to support generations to come.

We are here for women at all stages of their career, providing the venue and voice to reach their full personal and professional potential. What many don't know is men can join Central Exchange, too! By bringing women and men together, we help business, community and people grow.

While the centerpiece of our focus is helping women advance professionally, the strength of the relationships formed at Central Exchange is a powerful element not to be overlooked. We bring women together in unparalleled fashion and give them a place to learn, network, develop and shine.

Members will often share with me, "The relationships I formed at Central Exchange have supported me through the best and most challenging times in my professional and personal life, . . . and the people I have met and opportunities I have been exposed to would have never happened had I not been a member." We are making a difference, and your support makes it possible.

Central Exchange empowers and connects women across generations, promotes equity for women, ignites confidence in women and cultivates and accelerates women leaders.

Not only does our work impact the lives and the future of the women we serve, but because of their development and success, our community benefits economically and socially. Central Exchange is where women shape the future.

Thank you for your investment in us, which is an investment in the future of our community.



Renee Keffer  
*President & CEO*  
[renee@centralexchange.org](mailto:renee@centralexchange.org)



# THE VALUE OF PARTNERSHIP

## COMPANY + INDIVIDUAL MEMBER BENEFITS:

- World-class networking with our diverse membership
- Unlimited leadership, professional, and personal development programs both in person and livestreaming with virtualCX
- Exposure to key decision makers in like and different industries
- Access to online job board for recruiting & searching
- Introduction to organizational best practices
- Connecting with top talent and employment leads
- Access to business and civic leaders
- Exceptional food catered at our programs and events
- Parking validation twice per month downtown, free parking at south location
- Use of meeting facilities at either location for business or personal use including wifi
- Access to wide variety of special interest groups
- Priority engagement at our signature events: Midwest Leadership Summit, Emerging Leaders & more

## EXCLUSIVE COMPANY BENEFITS:

- Investment in your female workforce increases:
  - Bottom line performance
  - Retention and engagement satisfaction
  - Overall team results and cohesion
- Program sponsorship, presentation and attendance
- Highlight your commitment to advance future generations of Kansas City women leaders
- Increased visibility and brand awareness through programs and signature events
- Corporate partner spotlight on the CX blog



*Attendees at our Midwest Leadership Summit - Kansas City's largest one-day leadership summit.*

# CUSTOMIZE YOUR PARTNERSHIP



## WHAT DOES YOUR ORGANIZATION VALUE?

Customize your partnership with Central Exchange to maximize impact for your leaders and your business.

## INVEST IN YOUR EMPLOYEES

- \_\_\_ # of Individual Memberships
- \_\_\_ # of Program Vouchers
- \_\_\_ # of Emerging Leaders Enrollments

## CX ONSITE LEADERSHIP PROGRAMS

Let Central Exchange become an extension of your organization's Talent Development Team and bring impactful programming to you. We bring engaging and relevant content to enhance the performance, productivity and job satisfaction of your workforce. You can invite as many employees as your space can accommodate, allowing you to invest in the professional development of 25-500+ employees at one time.

- Onsite Programs - Quarterly | 4 programs - \$7,500
- Onsite Programs - Bi-annually | 2 programs - \$5,000

## SIGNATURE EVENTS SPONSORSHIP

- STEMMy Awards \$1,000 - \$10,000 Sponsorships
- Midwest Leadership Summit \$3,000 - \$25,000 Sponsorships

## COMMUNICATIONS SPONSORSHIP

- Feature video interview on website \$1,500 | 10 Available
- Newsletter sponsorship Section in promoting your company and/or initiative \$500 | 6 Available

## PROGRAM SERIES SPONSORSHIPS

- CEO Series \$10,000 | 1 Available
- 
- CEO Roundtable \$5,000 | 3 Available
- CX Young Professionals Series \$5,000 | 2 Available
- Conversations from the Top \$5,000 | 1 Available {SOLD}
- Diversity & Inclusion Series \$5,000 | 2 Available {1 SOLD}
- Innovation & How They Built This IT Series \$5,000
- Executive Networking Series \$5,000 | 1 Available
- Health & Wellness Series \$5,000 | 2 Available
- Public Policy Series \$5,000 | 1 Available
- WiSTEMM \$5,000 | 3 Available {2 SOLD}
- Women to Watch \$5,000 | 1 Available {SOLD}
- 
- Network Exchange Events \$1,500 | 5 Available

## CREATE YOUR SERIES

- Create your own program series
  - Monthly | 12 programs - \$10,000
  - Bi-monthly | 6 programs - \$5,000
  - Quarterly | 4 programs - \$2,500

The following pages provide descriptions of each opportunity. Contact Renee Keffer at [renee@centralexchange.org](mailto:renee@centralexchange.org) for more info.

# CUSTOMIZE YOUR PARTNERSHIP

## INVEST IN YOUR EMPLOYEES

**MEMBERSHIPS:** Equip individual members of your team with Central Exchange Annual Memberships. Individual members:

- Develop leadership skills. Access more than 275 personal and professional development programs each year.
- Grow their network. Central Exchange's 800+ members span a variety of industries and positions – from CEOs to entrepreneurs to community volunteers.
- Create meaningful connections. Relationships formed at Central Exchange will create new business relationships, personal friends and opportunities for organizations to collaborate.

Show appreciation for accomplishments, support high-potential team member or give an employee an opportunity to learn and flourish outside of your company's four walls.

Annual memberships = \$995

**VOUCHERS:** Share the Central Exchange experience with multiple members of your team. Consider a couple of individual anchor memberships and then purchase voucher passes to share the Central Exchange benefits with your entire team. Use this option to reward or incentivize team members, and to show your genuine interest in investing in your greatest asset – your people!

25 vouchers = \$995

**EMERGING LEADERS:** Join a group of high potential women for a year-long course focused on empowering leaders through actionable education. From sessions with real-life examples shared by regional thought leaders to active-learning based small group sessions, participants will graduate Emerging Leaders with the skills and tools to take their leadership to the next level.

**PARTICIPATION** = \$6,000/participant at for-profit organizations | \$1,500/participant at non-profit organizations | Corporate Partners receive \$500 discount/participant

## PROGRAM SERIES SPONSORSHIPS

**CEO SERIES:** Connect with Kansas City CEOs as they share their leadership journeys and key insights from their business experience and the latest business trends to enhance your personal and professional performance.

–

**CEO ROUNDTABLE:** Share best practices and community and with fellow female CEOs this private, peer advisory group.

**CX YOUNG PROFESSIONALS SERIES:** Sponsor Central Exchange's Young Professional Group that inspires and connects the next generation of professional women and men.

**CONVERSATIONS FROM THE TOP:** Hear from key business leaders and community influencers as they dive into the latest issues impacting business performance, organizational culture, HR, Marketing, Sales, Operations and many other business channels.

**DIVERSITY & INCLUSION SERIES:** Embrace and maximize diversity in your business and engage in courageous conversations for inclusion, awareness and action.

**INNOVATION & HOW THEY BUILT THIS IT SERIES :** Discover the ways that Kansas City's start-ups and entrepreneurs have built their successful business from the ground up – and how you can transform your business with an entrepreneurial mindset.

**EXECUTIVE NETWORKING SERIES:** Build your network and gain insights from fellow executives in the community.

*Continued on next page...*

# CUSTOMIZE YOUR PARTNERSHIP

**HEALTH & WELLNESS SERIES:** Gain the skill, practice and knowledge you need for a high-performing mind, body and spirit.

**NETWORK EXCHANGE EVENTS:** Equip leaders of internal women's networks and affinity groups to create, strengthen and elevate organizational culture and initiatives to support the advancement of women.

**PUBLIC POLICY SERIES:** Explore the national, local and regional policies impacting the Greater Kansas City community and you.

**WISTEMM:** Champion Kansas City's Women In STEMM (Science, Technology, Engineering, Math and Medicine) through fostering community and celebrating achievements.

**WOMEN TO WATCH:** Dive into the journeys of up-and-coming women leaders making a difference in Greater Kansas City.

**CIVIC SERIES:** Understand and elevate community initiatives (public policy and economic development strategies) which impact the business community and your personal and professional life.



## SIGNATURE EVENTS & COMMUNICATIONS SPONSORSHIP

**STEMMY AWARDS:** Celebrate the accomplishments of Kansas City's Women breaking barriers in STEMM fields (science, technology, engineering, mathematics and medicine).

**MIDWEST LEADERSHIP SUMMIT:** Sponsor Kansas City's largest day-long personal and professional and development summit. Experience inspirational speakers, hands-on breakout session and networking opportunities.

**FEATURE VIDEO INTERVIEW ON WEBSITE:** Promote your partnership with Central Exchange the initiatives that matter to your business.

**NEWSLETTER SPONSORSHIP:** Sponsor Central Exchange's e-newsletter to our 500+ members. Includes company logo, blurb and link to your initiative.

# CONTACT US



**RENEE KEFFER**

*Interim President & CEO*

816.389.8862



**CENTRAL EXCHANGE**

WHERE WOMEN SHAPE THE FUTURE

1020 Central Street, Suite 100

Kansas City, MO 64105

816.471.7560

CentralExchange.org

