

Sponsor WORKING MOM EVENT & Reach Hundreds of Influential Bay Area Moms



Working Motherhood New Formulas For

Success

Blending the Work You Do With the Life You Want

OCTOBER 2, 2008 • SAN FRANCISCO, CALIFORNIA

Brought To You By



Event Location

Hotel InterContinental
888 Howard Street
San Francisco, CA



Ticket Price

\$75.00 admission
includes dinner
and gift bag

Expected Attendance

600 guests

All working moms wrestle with the challenges of blending their work and family lives. These juggling, struggling women are in perpetual need of support, survival tips and time to socialize.

This event continues our successful series of premiere Bay Area Working Mom events. Our last program sold out with over 600 influential professionals from leading Bay Area employers.

This fall, join Flexperience and Mommy Track'd as they tap into the wisdom of a power-packed panel of local working mom industry leaders including Tina Sharkey, CEO **BabyCenter**, Julie Bornstein, Senior Vice President of Marketing, **Sephora, Inc.**, Gretchen Libby, Executive Producer, **LucasFilms**, Wilma Wallace, Vice President & Associate General Counsel, **Gap Inc.**, Valerie Taglio, Vice President of **Hewlett Packard** and Diane Dwyer, weekend anchor and reporter for **NBC11 News**. These relatable role models are finding new formulas for tackling the daily tug of war between work and home. They implement management expertise to motivate colleagues as well as kids, strategize sales and soccer schedules, and negotiate conflict in the boardroom as well as at the dinner table.

THE EVENT PROGRAM: *Like a Playdate for Working Moms*

4:30-5:30 Workshop: Tips to Finding the Work You Love — Flexibly
A Conversation with the Founders of Flexperience & Mommy Track'd

5:30-6:30 Shopping:
Popular Parenting & Organizing Book Sale & Signing

6:30-8:30 Panel: Working Motherhood: New Formulas for Success
Local Leaders & Relatable Role Models

PLEASE JOIN US IN ONE OF FOUR SPONSORSHIP LEVELS:

Platinum Sponsor - \$10,000

- Premier positioning of your company's logo on all printed event materials
- Product category exclusivity at the event
- Premier positioning and link on Mommy Track'd Events webpage at www.mommytrackd.com/events
- Sponsor recognition during opening remarks
- Company name listed in all press releases
- Logo and link inclusion in all email blasts
- Product or literature distributed to guests in fabulous goodie bag
- **8 VIP TICKETS**

Gold Sponsors - \$5,000

- Your company's logo on all printed event materials
- Premier positioning and link on Mommy Track'd Events webpage at www.mommytrackd.com/events
- Company name listed in all press releases
- Logo and link inclusion in all email blasts
- Product or literature distributed to guests in fabulous goodie bag
- **4 VIP TICKETS**

Silver Sponsors - \$2,500

- Your company's logo on all printed materials
- Logo and link on Mommy Track'd Events webpage at www.mommytrackd.com/events
- Logo and link inclusion in all email blasts
- Product or literature distributed to guests in fabulous goodie bag
- **2 VIP TICKETS**

Contributing Sponsor (\$1,000)

- Your company's name listed in event program
- Product or literature distributed to guests in fabulous goodie bag

WHY SPONSOR?

The New Formulas for Success events present a powerful marketing opportunity that targets an affluent and well-educated audience of influential moms.



Flexperience is a Bay Area consulting firm with a commitment to the future of work: a flexible, fluid workplace where professionals blend a rewarding career with an enriching personal life. We specialize in "talent on demand" – giving our clients access to the talent they need, when they need it, to deliver results demanded by today's competitive market. Through our exceptional talent base of consultants, our unique client services, and a series of ongoing forums about workplace flexibility, Flexperience is a pioneer in forging a new path for today's workforce. Less than two-years old, Flexperience has already received media attention from the *Wall Street Journal*, NBC11 News, the *Washington Post*, the *San Francisco Chronicle*, Entrepreneur.com, KQED radio, the View from the Bay, and BNET.com.



Recently called "popular and edgy" by the *Wall Street Journal*, Mommy Track'd is the "Working Mother's Guide to Managed Chaos." Mommy Track'd informs and entertains over 50,000 time-crunched moms a month as they tackle the daily tug of war between work and home. Standing out in the crowd of general parenting sites, Mommy Track'd features fresh and funny content, a community offering advice, inspiration and commiseration, shop carrying must-have products for modern working moms. Mommy Track'd has been featured in *Parenting*, *Real Simple*, *Pregnancy & Newborn*, *Parents and Family Circle Magazines*, as well as on CNN and Martha Stewart Radio, ABC, CBS, NBC and CW news and entertainment shows, and on websites such as BusinessWeek.com, iVillage.com, and Babble.com.

For more information, please email
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Thank you in advance for your support.