

# Choose Your Next Teammate

In 2021, we want to create a 5 year work program for women to overcome barriers, sharpen their skills for success, and connect with “C” Suite executive women within the sports industry.



## “The one-year retention rate for intern hires with internal experience is 68.7 percent”

–2020 NACE Internship & Co-Op Survey

### Removing Barriers and Creating Job Opportunities For Women

ShelS will create an interexchange mentorship work program for women to overcome barriers, through the power of sports. This grant will fund 50, one-year salaried positions, over a period of 5 years which include daycare, travel, technology, educational courses, or any disability assistance needed to ensure barriers and structural inequalities are removed for these women to excel. The program creates an opportunity for women to learn from and be influenced by women in executive-level positions and sharpen the skills necessary to climb the ladder of success. The ShelS Collective will build out specific job descriptions that could turn into long-term opportunities post-program, which will ultimately tie back into the ShelS core focus of increasing fan engagement to grow women's sports. To activate and educate the community we will document the women's' journey and create a promotional video campaign titled See Her, Hear Her, Choose Her... Your Next Teammate.

### Game Plan

Our programming will benefit both the women selected to participate in the program and also the leagues and organizations who onboard these exceptional women. This solution creates opportunities for women facing barriers to be exposed to and learn from women in executive level positions. This program will include funded developmental opportunities which will allow the women to sharpen the skills necessary to excel in this industry. By placing these women directly into the organization we are able to fast track and increase the amount of opportunities offered to women within this sector.

With this solution we will have a deep intense impact on a small population who are 1) the group of women hired for the work program and 2) the organizations who will establish relationships and benefit from these exceptional women. On top of establishing a smaller and deeper impact, we will be creating and promoting an awareness campaign to mobilize and educate the community, a larger population, by highlighting the stories of each woman participating in the program by highlighting the women and their experiences throughout the program. Ultimately, the campaign will showcase the work we are doing with the women and participating organizations which will create awareness, education, and inspire the community to take action for equality.



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## Sponsor Benefits

- Brand safe messaging driven by purpose
- Align with the fastest growing segment of the sports industry
- Lead Generation
- Seen as a leader in equity & equality
- Provide job opportunities for 50 women with barriers
- Press release and digital marketing focused strategy around announcement of partnership.
- Awareness from and access to SheIS Collective members, organization, and leagues through partnership.
- Brand integrated through all leadership reports, SheIS website, and applicable campaigns.

## Opportunities

### Presenting Sponsor

**THE PRESENTING SPONSOR WILL HOLD THIS TITLE FOR ALL 5 YEARS OF THE PROGRAM.**

*The below opportunities are included:*

- Fast-tracking qualified women into the media and entertainment sector
- Increasing representation
- Removing barriers women face that prevent them from having successful careers
- Specified placement in all applicable email blasts (Newsletters etc)
- Placement on program landing page as presenting sponsor with included company information
- A weekly engaging and uplifting podcast to humanize brand and align with SheIS Mission “walk the talk”
- Extend reach of own campaigns, podcast content is another asset
- Cultural Relevance - newsworthy conversations
- Specified placement in all applicable email blasts (Newsletters etc)
- 1 monthly program specific eblast that is co-branded and sent to SheIS Collective and SheIS Nation with updates
- Program Awareness Post on FB, TW, IG prompting registration and directing traffic to website with tagging and acknowledgement of presenting sponsor
- Placement and tagging in all paid advertising campaigns
- Placement in awareness campaign content that will be developed using the documentation captured of the participating women.
- Brand recognition to and through participating organizations.
- Access to additional organizations and campaigns through our SheIS Network
- Ability to gather data and track performance year over year

PLEASE EMAIL [INFO@SHEISSPORT.COM](mailto:INFO@SHEISSPORT.COM) FOR MORE INFORMATION

