



VIRTUAL COMMUNITY



#1 Destination
According to Google
for more than
8 trillion searches for
Speak Up Women



SPEAK UP WOMEN

is a Virtual Series of Events and Media
for a Community of Successful Women that
will Provide Measurable Engagement and
Cause-Marketing Benefits for Your Brand

REACH THE MARKET OF SUCCESSFUL WOMEN WITH PURCHASING POWER OF \$7 TRILLION

- **Increase Your Extended Reach:** Marketing through a wide range of traditional and digital media platforms will reach successful women with purchasing power.
- **Access to Your Target Audience:** Reach your ideal customers through speaking, email marketing, social media and press releases.
- **Gain Media Attention:** Multimedia campaigns include radio, social media, email marketing to a database of thousands, blogs, podcasts, press releases and print media.
- **Drive Sales and Traffic:** Grow your customer base by increasing your brand awareness and loyalty of successful women.
- **Cause-Marketing Benefits:** Reach a greater, more diverse audience including those with disabilities and veterans.

MEDIA APPEARANCES



The New York Times

THE WALL STREET JOURNAL

SHAPE

marie claire

TEDx

parenting

DAILY NEWS

SQUAWK
BOX 100

comPRO



HUFFPOST
BUSINESS

your tango

Bloomberg
Business

citybizlist

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ALL ABOUT SPEAK UP WOMEN

Founded by Jennifer Wilkov, a multi #1 international best-selling, award-winning author, TED/keynote speaker, book and business consultant and entrepreneur Jennifer S. Wilkov, Speak Up Women is a virtual series of events and media for its community of successful women.



She was inspired by her own dream of helping women to find their voices, achieve their potential, and live the lives they imagine. She wants to help women overcome their fears of speaking up, whether for a personal or professional goal, or a social cause.

"I see a lot of women not speaking up or out, held back by unwarranted fears," Jennifer says. "Speak Up Women creates momentum for women to drive forward their own passionate personal and professional agendas and causes. "The community experiences will fulfill some dreams and create some new ones."

The experience is designed to support women with understanding the importance and impact that speaking up has in their personal and professional relationships and for causes they care about. Speak Up Women is dedicated to helping women develop and use this essential skillset so they can be more effective and make a difference in more lives, including their own.

PREVIOUS EMCEE, KEYNOTE AND FEATURED SPEAKERS INCLUDE:



KARITH FOSTER *Conscious Communications Expert*

Karith Foster is a Speaker, Humorist and Author of the best-selling book *You Can Be Perfect or You Can Be Happy* and Creator of INVERSITY™ (A revolutionary way to address Diversity, Equity & Inclusion.) She has been featured in two hit documentaries "Can We Take a Joke?" And "No Safe Spaces" starring Adam Corolla and Dennis Praeger. Karith has also appeared on Oprah, The Today Show and The View. Her humorous and thoughtful TEDx Talk "The Art of Defying Stereotypes: Learning to be True to Your Voice" has garnered accolades nationwide.



TRICIA BROUK *Producer, Director, Master Storyteller*

Tricia Brouk is an international award-winning director. She founded The Big Talk Academy and was the executive producer of TEDxLincolnSquare. She curates the Speaker Salon in New York City, hosts The Big Talk – an award-winning podcast, and her book, *The Influential Voice: Saying What You Mean For Lasting Legacy*, was #1 pre-order new release on Amazon.

Tricia was awarded Top Director of 2019 by the International Association of Top Professionals and Top Ten Speaker Coaches in Yahoo! Finance in 2021, the Empowered Women Award in 2021 by the IOATP and Awarded Most Influential Leader in Media and Production by Corporate Vision in 2022 along with being featured on the cover of Brainz Magazine.



MELANIE VESEY *Promotional Rescue Expert*

Melanie Vesey is a Promotions Consultant and owner of Promotional Rescue who's worked with super-talented indie artists and creative small biz owners, ranging from Grammy nominated rock stars and legendary comedian Maria Bamford to total newbies who are venturing into their very first project. Melanie is also an accomplished comedian, actress, filmmaker and award-winning comedy producer. She co-starred with Jim Carrey in *Man on the Moon*, can be heard on Marc Maron's WTF podcast, can be seen on Amazon for Laugh After Dark, and her comedy special "Wild Animal".



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MEET THE FOUNDER: JENNIFER S. WILKOV



Jennifer S. Wilkov's personal mission in life is to move humankind forward

Her passion for communication has led to her being a multi #1 international best-selling award-winning author, TED/keynote speaker, popular podcast host, an award-winning freelance writer, a respected book business and entertainment development consultant, and entrepreneur.

A popular media personality and spokesperson, Jennifer is the host of the weekly podcast show, Your Book Is Your Hook!

She is the multi #1 international best-selling award-winning author of *Dating Your Money* and the co-author of *Boys Before Business: The Single Girl's Guide to Having It All*. She is also a co-author of the multi #1 international bestsellers *Voices of the 21st Century: Powerful, Passionate Women Making A Difference* and *Voices of the 21st Century: Conscious, Caring Women Making a Difference*.

She survived being victimized by the Manhattan District Attorney's office in 2008 and incarcerated in one of New York's and the nation's most violent prisons, Rikers Island.

Jennifer's legal case was riddled with prosecutorial and judicial misconduct. She was also inappropriately told to plead guilty to a crime she didn't commit by a defense attorney who mishandled it. Shortly thereafter, the Financial Industry Regulatory Authority exonerated her, rendering a decision in an arbitration that all claims against her were denied in their entirety and that Jennifer was found unanimously innocent.

She is now a founding board member, speaker, and the Secretary of the Board of It Could Happen To You, an organization dedicated to serving the needs of the falsely accused and the leader in the establishment of the Commission on Prosecutorial Conduct in the State of New York.

Jennifer has miraculously fought back from the brink of death 7 times! -- surviving a fire in her apartment in 2017 that caused her to evacuate her home for months while starting chemotherapy, and an Advanced Stage IV cancer diagnosis after a 5-year battle ravaged by 7 near-death experiences!

After she summited Mt. Kilimanjaro, she was diagnosed with Advanced Stage IV Non-Small Cell Lung Cancer diagnosis. Right after she began chemotherapy, her apartment caught on fire at 3 a.m. on Valentine's Day. She and her husband and their two cats were displaced from their home for months while Jennifer continued under chemotherapy she was highly allergic to under the care of an inattentive oncologist who wouldn't listen to her and nearly killed her.

Jennifer speaks to women through her inspiring personal messages, "You have the right to remain fabulous! – regardless of any situation, circumstance or condition" and "Go! Live the life you imagine!"

She is passionate about elevating the self-esteem of women everywhere and encouraging their self-worth. She enjoys lending her voice and support to opportunities that empower women and encourage them to speak up for the lives they imagine.

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GOALS FOR SPONSORS

- Educate successful women about your products and services
- Increase brand awareness and loyalty
- Grow your customer base
- Drive traffic and sales

GIFT BOX PROGRAM TO PROMOTE YOUR BRAND

Speak Up Women Subscription Gift Box Will Promote Your Brand All Year Long

You will have the added opportunity to include a product (travel size) or service with a promotional code (postcard with information) in one of the quarterly subscription gift boxes during the year.

This elite chance to put our community's hands on your brand is personalized with our Quarterly Subscription Gift Box program.

Boxes will be sent to members of the community seasonally four times a year. Boxes will include a book, a Speak Up Women product, and other goodies from sponsors in each box. Your product or service will be one of three offered in one box during the year.



QUARTERLY GIFT BOX SCHEDULE

Spring – (April)

Conference Gift Box – everything you need to set yourself up for an amazing in-home conference experience including the agenda with all the speakers, a journal and pen to take notes, and features about the keynote speakers so you won't miss a thing!

Summer – (July)

Ray of Sunshine Gift Box – kick your summer off with joy when you receive this treasure chest overflowing with summertime fun – an engaging book to keep your spirits high, inspiration for your fun in the sun, and, of course, a fun Speak Up Women gift from us to keep you speaking up!

Fall – (October)

Conference Gift Box – everything you need to set yourself up for an amazing in-home conference experience including the agenda with all the speakers, a journal and pen to take notes, and features about the keynote speakers so you won't miss a thing!

Winter – (January)

New Year, New You Gift Box – start your year with the intention to speak up in the relationships you have, personally and professionally, and for the causes you care about. Let this curated box – curated just for you – inspire you to live the life you imagine! Seal your new year's resolutions with the commitment to continue to speak up! and see them come to life each year!

Go to <https://speakupwomen.com/product/quarterly-subscription-gift-box/> to learn more about each box.

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WHY PARTNER WITH SPEAK UP WOMEN?

TOP 10 REASONS TO SPONSOR SPEAK UP WOMEN

Jennifer S. Wilkov is an accomplished author, speaker, book consultant, and entrepreneur who will provide measurable engagement for your brand.

- **Reach the \$7 Trillion Market** of successful women
- **Boost Brand Awareness and Loyalty** through product placements, signage, company representatives, traditional and digital media
- **Virtual Events** with pre-marketing, on-site opportunities, and follow-up campaigns to promote your brand
- **Access to Audience** through email marketing, social media, videos, blogging, and press releases
- **Engagement through Multimedia Campaign**, including traditional and digital media
- **Expand Your Target Audience**, gaining lifelong customers in the market of successful women
- **Connection to Successful Women** with tremendous consumer needs with contests, events, speaking opportunities, traditional and digital media
- **Cause-Marketing Benefits** Reach a greater, more diverse audience including those with disabilities and veterans
- **Award Presentation** Receive the "Making a Difference Award" with media opportunities
- **Elevate Trust in Your Brand** by aligning and partnering with us

MEASURABLE ENGAGEMENT

Jennifer S. Wilkov will work with sponsors to **measure engagement and activation, to create customized campaigns**, and to offer opportunities at virtual and live events

Attract Your Market and access the \$7 trillion market of successful women

Branding to successful women with purchasing power
Exhibitor opportunities

EXHIBITOR OPPORTUNITIES

Virtual Events including Speak Up Women Book Clubs, JEN Talks Salons, Networking Events and Conferences

Speaking and Media Tour including promotional opportunities include pre-marketing, online & follow-up campaigns.

Interactive contests and promotional events

MEDIA & EXTENDED REACH

Multimedia Campaign includes television, radio, strategic alliances, social media, video and print

Online Marketing through articles in major media publications

Extensive Social Media Presence
Facebook, Instagram, Twitter and LinkedIn
Tik Tok, YouTube, Patreon
Email marketing
Blogs and podcasts

TRADITIONAL MARKETING

Women's groups and organizations
Press releases and articles
Newspaper and magazine promotions

ONLINE AND DIGITAL MARKETING

Video marketing
Digital press releases
Internet articles
Mobile marketing



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SPONSOR BENEFITS

- **Branding to successful women** with considerable purchasing power
- **Reach your target market** through digital and traditional media marketing
- **Jennifer S. Wilkov**, best-selling and award-winning author, speaker, book and business consultant and entrepreneur, will promote your brand
- **Dedicated marketing** through press releases to local and national media
- **Access to audience** with email marketing, blogs, and social media
- **Branding to a \$7 trillion market** of successful women
- **Multimedia campaign** with traditional media which includes radio and television appearances
- **Social media marketing** through Facebook, Twitter, Instagram, and LinkedIn to an audience of thousands
- **Video Marketing** through TikTok and YouTube
- **Increase brand awareness** to successful women with tremendous consumer needs
- **Interactive** benefits including name attached to promotions, articles & marketing plus community building & outreach through Patreon
- **Email marketing** to thousands of loyal people in the community
- **Advertising** includes print and digital media
- **Making a Difference Award** with media
- **Enhance your cause-related marketing** and humanitarian image
- **Hyperlink**, logo and message on official website
- **Subscription gift box program** for year-round promotion
- **Dedicated campaigns** with pre-marketing and follow-up promotion
- **Speaking opportunities**, branding, and your company representatives at virtual events
- **Interactive contests and prize giveaways** to promote your brand
- **VIP passes** for staff and special clients
- **Access** to participant email list through eblasts, newsletter, and other opportunities



"Working with the founder of Speak Up Women, Jennifer Wilkov, is an incredible one-on-one experience. She is someone who walks the walk and talks the talk. If you are looking to get organized and focused, Jennifer is your woman. She leads by example with character and compassion and makes what seems to be an unattainable goal a reality."

--Karith Foster, Comedienne, Speaker and Author



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DEMOGRAPHICS OF SUCCESSFUL WOMEN WITH PURCHASING POWER

- Income range: \$100,000-\$250,000
- Age range is 30-50 years old
- Corporate executive and C-level positions
- Entrepreneurial and own their own business
- The women consumers' market accounts for \$7 trillion in purchasing power
- Women influence over 85% of all products and services purchased
- 13 million firms are owned by women.
- Nearly half of U.S. businesses are majority owned (42% or more) by women.
- 39% of all privately owned firms are owned by women (50% ownership or higher)
- 55% of women-owned businesses yield revenues of \$100,000-\$500,000
- One in five firms with revenue of \$1 million or more are women-owned
- 9.4 million workers are employed by women-owned businesses and generate \$1.9 trillion in annual revenue
- Women are expected to control two-thirds of U.S. consumer wealth over the next decade
- Women earn 61.6% of all associate's degrees, 56.7% of all bachelor's degrees, 59.9% of all master's degrees, and 51.6% of all doctor's degrees



DEMOGRAPHICS OF SUCCESSFUL WOMEN WITH PURCHASING POWER

- Driven by a strong desire for purpose
- They want to communicate a message about themselves and about their work that people will pay attention to
- They want to create a value proposition around their message and their mission that will make people want to promote and purchase from them
- They want to increase their confidence to do what they were born to do
- Type A personalities who want more balance in life
- Recovering workaholics who don't want to sacrifice personal lives or health
- They have achievements, but want more
- They are a bit rebellious and want to challenge the status quo
- They want to play a bigger game



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ULTIMATE MARKETING PLAN

- Women's groups and organizations
- Media interviews
- Video marketing and blogs through TikTok, YouTube & Patreon
- Online articles
- Magazines
- Partnership with websites
- Online marketing
- Press releases and articles
- Radio interviews, advertising and speaking
- Television appearances
- Podcasts and blogs
- Social media marketing through Twitter, Facebook, Instagram & LinkedIn
- Email marketing to thousands of inboxes
- Targeted digital marketing
- Print media advertisements

PREVIOUS SPONSORS AND PARTNERS INCLUDE



SPONSORSHIP: YEAR-LONG MULTI-BENEFITS PACKAGES

SPONSORSHIP LEVEL	INVESTMENT	BENEFITS	YEAR-LONG MULTI-BENEFITS PACKAGE
Presenting Sponsor (1)	\$25,000 per year	Naming Rights Product Placement International Platform Branding to Audience Visibility Exposure Impressions Connections Engagement Social media Contests Media Surveys Speaking Opportunities Spokesperson's Benefits Dedicated Campaigns	All the benefits of the Empowerment Sponsor level plus: <ul style="list-style-type: none"> • Naming rights as the official presenting sponsor of the Speak Up Women Conference • National platform through web branding and speaking, contests, and traditional media • Multimedia national and local campaigns include television, radio, Internet, print and social media • Dedicated press releases promoting your brand • Customized speaking presentations and events • Option to sponsor interactive events, workshops, and salons • Access to database through eblasts and newsletter • Follow-up promotions • Dedicated follow-up campaign
Empowerment Sponsor (2)	\$20,000 per year	Visibility Exposure Impressions Connections Engagement Contests Media Surveys Speaking Opportunities Spokesperson's Benefits Award Presentation	All the benefits of the Impact Sponsor plus: <ul style="list-style-type: none"> • Inclusion in marketing campaign which includes radio, television, print and Internet and social media • Dedicated campaigns with pre-marketing and follow-up promotion • Making A Difference Award™ presenting sponsor with media and press release tied to presentation of this award to recipient • Speaking opportunities and option to provide prize giveaways • Jennifer S. Wilkov, founder of Speak Up Women, as spokesperson for your brand
Impact Sponsor (4)	\$15,000 per year	Visibility Exposure Impressions Connections Engagement Surveys Social media Contests	All the benefits of the Maverick Sponsor plus: <ul style="list-style-type: none"> • Company recognition during the events • Branding on a national resource list • Customized surveys • Press releases to local and national media • Distribution of marketing materials and inclusion in a national resource list • Option to sponsor lunch or breaks including virtual commercials
Maverick Sponsor (4)	\$10,000 per year	Visibility Exposure Impressions Social media Contests	All the benefits of the Speak Up Sponsor plus: <ul style="list-style-type: none"> • Promotion in social online media campaigns • Online contest for your company • Visibility in livestreaming • VIP pass for staff and special clients (up to 10 passes) • One (1) email blast to proprietary database as well as strategic alliances and joint ventures with organization
Speak Up Sponsor (5)	\$5,000 per year	Visibility Exposure Impressions	<ul style="list-style-type: none"> • Exhibitor opportunities, signage, and your company representatives at the virtual and live events • Promotion in social online media campaigns • Logo inclusion in memes and on website • VIP passes for 1 staff member • Enhance your cause-related marketing through charitable partners • Elite gift box participation with one product (travel size) or service offering



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