

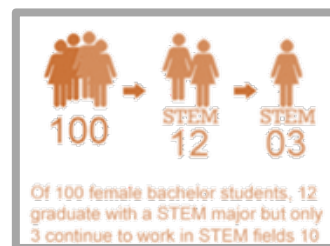
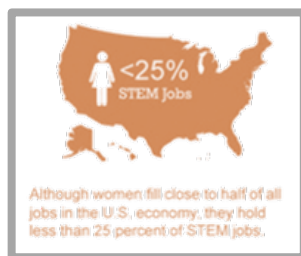


American Heart Association™



STEM Goes Red™

By 2027, the number of science, technology, engineering and math (STEM) jobs will grow by 13% in the United States, but most U.S. students will be unprepared to fill these careers. Moreover, only 3 out of 100 female students pursuing a bachelor's degree continue to work in STEM fields after graduating.



As a science-based organization, the largest cardiovascular disease and stroke research funder outside of the federal government, and the broker between academic institutions, industry, and healthcare systems, the American Heart Association | American Stroke Association is committed to supporting the advancement of these fields.

## Inaugural Greater Charlotte STEM Goes Red Conference

Saturday, March 14, 2020  
Johnson C. Smith University STEM Building  
9:00am-2:30pm

City Goes Red



2020 Inaugural Presenting Sponsor



# STEM Goes Red Conference Overview

The STEM Goes Red conference is an inspiring, day-long event to inspire an extraordinary group of local, middle school age girls to explore STEM outside the classroom and to join Go Red for Women's fight to save women's lives.

## 150

Middle School Girls

## CMS

Under Resourced Schools

## ACCESS

to Mentors from STEM Fields

## INSPIRING

Speakers from STEM Fields

## HANDS-ON

Learning Opportunities

These future leaders will be exposed to female leaders in STEM careers and will walk away knowing they can make an impact in their world by following in their footsteps into a STEM career.

### STEM Goes Red Agenda

- 9:00-9:30 a.m. - Welcome
- 9:40-10:10 a.m. - Breakout Sessions (First Rotation)
- 10:15-10:45 a.m. - Breakout Sessions (Second Rotation)
- 10:55-11:40 a.m. - Speed Mentoring
- 11:55-12:30 p.m. - Lunch & Keynote Speaker
- 12:30-1:00 p.m. - Panel & Table Activity
- 1:00-1:15 p.m. - Break
- 1:15-1:45 p.m. - Breakout Sessions (Third Rotation)
- 1:50-2:20 p.m. - Breakout Sessions (Fourth Rotation)
- 2:20-2:30 p.m. - Closing Remarks



### Go Red for Women Campaign Chairs

Christine Katziff, Bank of America • Sandra Holub, Albemarle Foundation

### STEM Goes Red Chair

Angela Yochem, Novant Health

### STEM Goes Red Steering Committee

Sherry Allen, Deloitte • Wendy Boddy, CLA • Dr. Sandra Burke, Retired • Regina Fleenor, Retired  
Paula Kranz, Wheelhouse Foundation • Nancy McNelis, Queens University  
Cheryl Richards, Northeastern University • Marti Skold-Jordan, Honeywell  
Katrina Teague, MUFG/Union Bank

# Sponsorship Opportunities

*To help make the day a success, sponsorship through companies in the Greater Charlotte community is needed.*

## Presenting Sponsor

Bring the overall STEM Goes Red conference to life as it aims to educate young women on the opportunities for them to take a seat at the table and dedicate their minds to advancing the fields of science, technology, engineering and math while working to improve their overall health. By starting with the younger generation, we will help power future female leaders and prevent cardiovascular disease from being THEIR #1 health risk.

- Industry exclusivity as the Presenting Sponsor for the inaugural STEM Goes Red conference in Greater Charlotte
- Opportunity for one (1) company executive to serve on the STEM Goes Red conference steering committee
- Recognition on all STEM Goes Red messaging
- Opportunity to develop and lead one (1) specific portion of the event that aligns with company's priorities:
  - Breakout Session
  - Speed Mentoring
  - Keynote Speaker
  - Speaker Panel
- Option for one participant in panel discussion at event
- Opportunity for up to six mentors to engage during the speed mentoring & networking session
- Logo recognition on invitation, promotional materials and day of signage for the STEM Goes Red conference
- Opportunity to provide a branded promotional items to go into event registration bags given to all students in attendance
- Company's representatives will be the first to be offered opportunities to serve as media spokespersons for STEM Goes Red Greater Charlotte as appropriate
- Table of 10 at the Go Red For Women Luncheon on April 24, 2020
- 1 -Full page acknowledgement on digital iPad centerpieces
- Logo recognition on all print materials related to the Go Red for Women luncheon, which hosts over 600 business leaders, entrepreneurs and philanthropist from the community



**Presenting Sponsorship Investment: \$50,000**

# Sponsorship Opportunities

*(continued)*

## Breakout Session Sponsor (4 available)

Bring STEM to life for the attendees with an interactive session focused on one of four topics- Science, Technology, Engineering or Math. Attendees will be broken into smaller groups and rotate through the four topics throughout the day.

- Recognition as a Breakout Session Sponsor of STEM Goes Red on all day of event collateral
- Plan and execute an interactive breakout session with a focus on Science, Technology, Engineering or Math
- Opportunity to invite five Speed Mentors from your company
- Logo recognition on all pre-event marketing materials
- Table of 10 at the Go Red For Women Luncheon on April 24, 2020
- Half page acknowledgement on digital iPad centerpieces
- Logo recognition on all print materials related to the Go Red for Women luncheon, which hosts over 600 business leaders, entrepreneurs and philanthropist from the community



**Investment: \$25,000 per sponsor**

## Speed Mentoring Session Sponsor

The speed mentor session pairs two students with an adult mentor in a STEM career. During the short session students are given the opportunity to ask questions about how their mentor entered their STEM career and what it looks like on a day to day basis. After a few minutes, the students rotate to another mentor where the process begins again.

- Recognition as the Speed Mentor Sponsor of STEM Goes Red on all day of event collateral
- Speaking opportunity during the Speed Mentor networking reception
- Opportunity to invite ten Speed Mentors from your company
- Recognition on all pre-event marketing materials
- Table of 10 at the Go Red For Women Luncheon on April 24, 2020
- Half page acknowledgement on digital iPad centerpieces
- Logo recognition on all print materials related to the Go Red for Women luncheon, which hosts over 600 business leaders, entrepreneurs and philanthropists from the community



**Investment: \$25,000**

# Sponsorship Opportunities

## (continued)

### Keynote Speaker Sponsor

Inspire attendees to continue their passion for STEM with the keynote speaker at the conference. The sponsor for the Keynote Speaker can provide or identify the speaker of the day.

- Recognition as the Keynote Speaker Sponsor of STEM Goes Red on all day of event collateral
- Opportunity to provide or to introduce the Keynote Speaker
- Opportunity to invite five Speed Mentors from your company
- Logo recognition on all pre-event marketing materials
- Table of 10 at the Go Red For Women Luncheon on April 24, 2020
- Half page acknowledgement on digital iPad centerpieces
- Logo recognition on all print materials related to the Go Red for Women luncheon, which hosts over 600 business leaders, entrepreneurs and philanthropist from the community



**Investment: \$25,000**



### Panel Sponsor

Host a panel of STEM experts for a question and answer session. The sponsor can be the moderator or include a participant on the panel.

- Recognition as the Panel Sponsor of STEM Goes Red on all day of event collateral
- Option for one participant or moderate the panel discussion at event
- Opportunity to invite five Speed Mentors from your company
- Logo recognition on all pre-event marketing materials
- Table of 10 at the Go Red For Women Luncheon on April 24, 2020
- Half page acknowledgement on digital iPad centerpieces
- Logo recognition on all print materials related to the Go Red for Women luncheon, which hosts over 600 business leaders, entrepreneurs and philanthropist from the community

**Investment: \$25,000**

# Sponsorship Opportunities (continued)

## Nutrition Sponsor

Keep attendees nourished and hydrated throughout the day of the STEM Goes Red conference with lunch and snacks.

- Recognition as the Nutrition Sponsor of STEM Goes Red on all day of event collateral
- Opportunity to greet students as they pickup up their lunches and snacks
- Opportunity to invite four Speed Mentors from your company
- Name listing on all pre-event marketing materials
- Four (4) seats at the Go Red For Women Luncheon on April 24, 2020
- Half page acknowledgement on digital iPad centerpieces
- Name listing on all print materials related to the Go Red for Women luncheon, which hosts over 600 business leaders, entrepreneurs and philanthropist from the community



**Investment: \$10,000 per sponsor**

## Day of Event Sponsorships

Attendees will remember the day at the STEM Goes Red Conference with take-aways such as t-shirts and workbook.

- Recognition as a Day of Event Sponsor of STEM Goes Red on all day of event collateral
- Opportunity to be represented on STEM Goes Red t-shirts or conference workbooks
- Opportunity to invite two Speed Mentors from your company
- Two (2) seats at the Go Red For Women Luncheon on April 24, 2020
- Name listing on all print materials related to the Go Red for Women luncheon, which hosts over 600 business leaders, entrepreneurs and philanthropist from the community



**Investment: \$5,000 per sponsor**

To learn more about sponsorship opportunities for STEM Goes Red, contact Erin Link at [Erin.Link@heart.org](mailto:Erin.Link@heart.org) or 704.417.5767.