

# 2021 ATHENA AWARDS

*Honoring & Empowering Women Leaders*

August 26, 2021  
6:00 pm - 8:30 pm  
RP Funding Center (701 W. Lime St.)

The Lakeland Chamber of Commerce hosts its Annual ATHENA Awards Program at the RP Funding Center on Thursday, August 26th. Join us for a Cocktail Reception followed by an Awards Dinner Presentation to honor exceptional leaders and to inspire others to achieve excellence in their professional and personal lives in three categories:

**ATHENA Leadership Award**

**ATHENA Organizational Award**

**ATHENA Young Professional Award**

## HISTORY

Founded in Lansing, Michigan in 1982, the ATHENA Awards Program will debut as a Lakeland Chamber of Commerce premier program this fall. More than 7,000 top leaders in over 500 communities have received this prestigious ATHENA Award in nine different countries. The award actively advocates and celebrates the ATHENA mission of supporting, developing and honoring women leaders, inspiring women to achieve their full potential—creating balance in leadership worldwide. The ATHENA Award honors women who strive toward the highest levels of personal and professional accomplishment, who excel in their chosen field, devote time and energy to their community in a meaningful way, and forge paths of leadership for other women to follow.



ATHENA  
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# SPONSORSHIP OPPORTUNITIES

The ATHENA Award program is a worthy investment. Your participation sends a clear message that your business invests in your community and its growth by identifying and honoring its leaders.

## **All Sponsorship Packages include the residual benefits of:**

- Increased visibility for your business
- Relationship building with a diverse group of prominent members of your community
- Partnership with an International Women's Leadership Program
- Credibility with women by honoring dynamic leaders
- Reward of local and regional media exposure
- Publicity and the opportunity to reach wider customer base as the word spreads that you support Women's Leadership Initiatives

**PRESENTING \$7,500 (EXCLUSIVE)**

- Top billing in all media and marketing materials
- Event naming rights "ATHENA Awards Presented by Your Business Name"
- Three (3) Corporate Tables of eight (8) seats with priority seating & signage
- One (1) Beverage voucher for each guest
- Opportunity to present the most prestigious award "ATHENA Leadership Award"
- Two-minute video or speech during the program
- Opportunity to serve as chairperson of the ATHENA Planning Committee
- Recognition, signage, and display table at the event
- Opportunity to be included with event promotional videos
- Full-page advertisement in program (5.25" w x 8.5"h - bleed 5.375"w x 8.625"h)

Deadline: Monday, August 2, 2021

- First-right-of-refusal for sponsorship for the 2022 ATHENA Awards
- Sponsor inclusion in all follow-up media coverage and thank yous



A T H E N A  
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Register at [lakelandchamber.com/athena-awards](http://lakelandchamber.com/athena-awards)



## DIAMOND \$2,000 (1 AVAILABLE)

- Business logo / name in all media and marketing materials
- Two (2) Corporate Tables of eight (8) with priority seating and signage
- One (1) Beverage Voucher for each guest
- Opportunity to present an ATHENA Award
- Opportunity to serve on the ATHENA Planning Committee
- Recognition and signage at the event
- Advertisement or logo in presentation at the event
- Half (1/2) page advertisement in program (5.25" w x 4.25"h - bleed 5.375"w x 4.375"h)

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## PLATINUM \$1,000

- Business logo / name in all media and marketing materials
- One (1) Corporate Tables of eight (8) with priority seating and signage
- One (1) Beverage Voucher for each guest
- Opportunity to serve on the ATHENA Planning Committee
- Half (1/2) page advertisement in program (5.25" w x 4.25"h - bleed 5.375"w x 4.375"h)

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## GOLD \$600

- One (1) Corporate Tables of eight (8) with priority seating and signage
- Opportunity to serve on the ATHENA Planning Committee
- Recognition and signage at the event
- Business name in program



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## SILVER \$200

- Two (2) reserved seats in preferred seating at event
- Business card advertisement in program (2.75" w x 2.12" h)

Deadline: Monday, August 2, 2021

- Opportunity to serve on the ATHENA Planning Committee

## TICKETS \$55

- One (1) seat in general seating at the event
- Entrance to the cocktail reception, program, and dinner



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