MAKERS

2023 PARTNERSHIP OPPORTUNITIES
MAKERS is a YAHOO media and community-focused brand that exists to accelerate equity for women in the workplace and beyond by forging purposeful partnerships and sharing stories that ignite passion, drive action, and make change.
At MAKERS, we know that achieving equity in the workplace for women is a long-term goal that will require ongoing effort and commitment. We believe that through intentional connection, everyday contributors in our community can experience the equity gap close in their lifetime. We sense the urgency of the state of women in the workplace and the world, which is why we prioritize impact over small talk.

Our work includes everyone who believes in the infinite reach we have in advancing women, with the vision of transforming tomorrow.

Together this year, we are Making the Future...Now!
A MAKER is someone who is boldly making their way in the world, using their talents and strengths to rally against injustice, accelerate change for women in the workplace, and build community with equity in mind.

We believe that everyone can be a MAKER.

Our 400+ MAKERS include well-known figures such as media mogul Oprah Winfrey, singer-songwriter and advocate John Legend, tennis champion Billie Jean King, as well as groundbreaking women such as FDNY firefighter Regina Wilson, and NASA aerospace engineer Diana Trujillo.
2023-24 EVENTS OVERVIEW

Our journey this year begins with a partner celebration dinner, setting the tone for impactful conversations leading up to the 2024 MAKERS Conference. Each imprint will tell the story of ‘how’ we collectively made impact in our community and the world.

MAKERS Partner Dinner
May 2023
New York City

Cannes Lions Festival of Creativity
June 2023
Yahoo activation

MAKERS Day – Community Conversations
August 2023
Virtual

MAKERS Circle
October 2023
Los Angeles

MAKERS Conference – “Making the Future...Now”
February 2024
The Beverly Hilton, Los Angeles
The Cognizant Founders Cup is one of the most well-attended events on the LPGA Tour calendar, paying homage to its rich history and the 13 women – known as the Founders – who created the LPGA Tour over 70 years ago. The Cognizant Founders Cup offers a $3 million purse, which is the largest of any LPGA Tour event, and in 2023 is taking place May 8-14 at Upper Montclair Country Club in Clifton, New Jersey.
PLATINUM

$80,000

- 18 tickets to annual MAKERS Conference
- The inclusion of the Company logo on the MAKERS website, identifying the Company as a MAKERS member
- Access to electronic MAKERS newsletter
- Tickets to exclusive MAKERS events throughout the Term, offered to members on a first-come, first-served basis, subject to capacity limitations
- Opportunity to purchase additional MAKERS Conference tickets for colleagues and/or clients at a discounted rate of $2,000
- Advisory Board Seat

Partnership Benefits
GOLD

$50,000

- 10 tickets to the annual MAKERS Conference
- The inclusion of the Company logo on the MAKERS website, identifying the Company as a MAKERS member
- Access to electronic MAKERS newsletter
- Tickets to exclusive MAKERS events throughout the Term, offered to members on a first-come, first-served basis, subject to capacity limitations
- Opportunity to purchase additional MAKERS Conference tickets for colleagues and/or clients at a discounted rate of $2,000
- Advisory Board Seat
SILVER

$30,000

- 8 tickets to the annual MAKERS Conference
- The inclusion of the Company logo on the MAKERS website, identifying the Company as a MAKERS member
- Access to electronic MAKERS newsletter
- Tickets to exclusive MAKERS events throughout the Term, offered to members on a first-come, first-served basis, subject to capacity limitations
- Opportunity to purchase additional MAKERS Conference tickets for colleagues and/or clients at a discounted rate of $2,000
Each year, MAKERS gathers more than 400 innovative leaders for The MAKERS Conference, a 3-day experience that ignites global action.

Past speakers included author Judy Blume; National Women’s Soccer League Player Carson Pickett; attorney, educator and Chair of the Hollywood Commission Anita Hill; former Congresswoman Katie Hill; CEO of the Dallas Mavericks Cynt Marshall; actor and activist Mj Rodriguez; author, speaker, producer Julissa Arce; lawyer, critical race theorist known for developing the theory of intersectionality Kimberlé Crenshaw; actress and director Olivia Wilde, among others.
**TITLE SPONSORSHIP**

$500,000

- Prominent placement of company name/logo on all MAKERS communications
- Onsite branding and on-screen recognition
- Prominent inclusion of branding on MAKERS website
- (1) Stage moment and (1) brand activation executed during the 2024 MAKERS Conference
- Verbal recognition during opening & closing remarks of MAKERS Circle and the 2024 MAKERS Conference
- Talent photo opportunity during brand activations
- Access for thirty (30) tickets to the 2024 MAKERS Conference
- Placement of branded premium item(s) in the 2024 MAKERS Conference gift bag – Qty 500
- Prominent placement in MAKERS partner newsletter and two (2) social media posts to MAKERS community (outside of conference dates)
WELLNESS PACKAGE  Meditation, Massage, Yoga, etc.  $120,000
EVENING ENTERTAINMENT  $105,000
OPENING COCKTAIL RECEPTION  $100,000
GREEN ROOM (HAIR + MAKEUP)  $85,000
MARKET PLACE  $50,000
SESSION BREAK - BAR & SNACK  $40,000

ADDITIONAL DETAILS
The MAKERS Conference is a multi-sponsor event. There are multiple opportunities available for multiple sponsors in each of the above categories.

Note: Listed pricing reflects the baseline fee for each activation. Prices are subject to change based on the total sponsorship package.
**MAKERS** will customize annual sponsorship bundles, driven by the programming that most resonates with your brand.

Additionally, **MAKERS** welcomes the opportunity to collaborate with you, intentionally planning and implementing new initiatives at your company that impact women in the workplace and the world.
JOIN THE MOVEMENT!

“Of the experience I have had at MAKERS, this space allows women to cultivate their power and their voice.” - Melinda King, DEI executive and 2022 conference speaker

“The best thing about the MAKERS conference is that we can feel the power of women supporting women, in every applause and in every cheer. The proudness that we feel for another woman's success story is evident.” - 2022 conference attendee

“Cognizant is proud to partner with MAKERS in our collective efforts to enhance gender equity in the workplace. Through this partnership, we have executed pledges that has increased our female leadership pipeline and pushed us to create meaningful, measurable impacts. What’s more, the MAKERS team has provided invaluable networking opportunities with people and organizations – and together we continue to raise the bar.”
- Shameka Young, Vice President and Global Head of Diversity and Inclusion, Cognizant

We believe that everyone in our community can be a MAKER and each of us has the power to close the gender equity gap. We begin our journey this year at our Partner Dinner in NYC on May 24, 2023 – the time to make the future is now.
PARTNERSHIP CONTACT

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