Thank you for your interest in the 2022 Step Up Together digital summit benefiting Step Up. With support from companies like yours, Step Up will once again host a monumental day of content for 1,800+ changemakers while raising critical funds in support of mentorship programs for girls.
INVESTING IN THE NEXT GENERATION

In 2021, Step Up Together raised more than $500,000 to fund critical mentorship programs for teen girls and gender-expansive young adults.

Step Up believes all girls should have the opportunity to pursue their dreams of success. Through mentorship, social emotional learning skills, access to experiences, and a community of connections, Step Up advances the lives of girls facing systemic barriers. With mentorship programs beginning in high school and continuing throughout young adulthood, Step Up provides girls with the developmental experiences and relationships needed to challenge gender and racial inequities, close the opportunity gap, create their journey with agency, and ultimately ensure generational advancement.

“Step Up gave me the confidence I needed to become the boss I am today. Through mentorship, networking, workshops, and internship opportunities with powerful women, Step Up demonstrated that I was capable of being anyone I wanted to be.”

Briana Carbajal
2021 Step Up Together Honoree

“Teens with a mentor are 55% more likely to enroll in college

100% of Step Up teens have access to multiple professional womxn role models (including virtually!)

97% of Step Up girls identify as a member of a community of color

As a young Latina girl coming from a low income neighborhood and a soon to be first generation college student, I do not have the privilege that some of the other girls my age do... I find comfort in Step Up because I am inspired to use my story as a pedestal for my leadership, growth, and gaining strong passions to create a better tomorrow.”

Tiara Soto
2021 Step Up Together Honoree
TIARA SOTO  
teen honoree  
teen activist  
Step Up Class of 2021  
in conversation with actress, singer + activist Mandy Moore

MICHELLE KLEIN  
mentorship champion executive honoree  
vice president, global customer marketing at Facebook  
introduced by Facebook’s Sheryl Sandburg + interviewed by Step Up alumna Angelica Campos

BRIANA CARBAJAL  
alumna honoree  
environmental justice policy advocate  
Step Up Class of 2017  
introduced by science communicator + ocean advocate Danni Washington

“You have the power to write the pages to your own story. So, continue to thrive, find your why and most definitely always keep your head up.”  
- Tiara Soto, teen activist, Step Up Teen Honoree
Our Summit Speakers + Hosts Are Thought-Leaders!
2021 SPONSORS INCLUDED...

usbank, GSTQ, American Airlines, benefit, COZEN O’CONNOR, FACEBOOK, GOLD RUSH GAMING, Michael Stars, PwC, ULTA BEAUTY, groupm, crunchyroll, IT COSMETICS, TJ MAXX, Too Faced, TOYOTA, AND MORE!
STEP UP TOGETHER'S REACH

2021 Coverage

EDITORIAL
online impressions (UVPM): 514,189,880
print impressions: 3,400,000
total Step Up Together impressions: 1,031,779,760

DONATED AD SPACE
Print: 3,411,860
Online: 6,040,592

WEB TRAFFIC
18,000 website sessions during September

STEP UP TOGETHER WAS COVERED BY MEDIA OUTLETS INCLUDING:
People
Spectrum News 1
ET Online

SOCIAL ENGAGEMENT
(Aug 26 – Sept 9, 2021)
39,997 total event social impressions (Facebook, Instagram, Twitter, Linkedin)

2021 Sessions
114 speakers
20 Step Up alumnae + teen speakers
31 sessions, 2,317 total session views (live + on demand)
75 average session views (live + on demand)

2021 Attendee Profile
1,800+ registrants
16 countries represented
30+ US states represented

2021 App + Web-Browser Engagement
484,230 total user engagement
389,730 total app banner views
74,001 total minutes open
4,046 total user contributions

STEP UP TOGETHER'S MOST ENGAGING INSTAGRAM POSTS:

8.90% Stay Connected with Step Up

7.64% Your Guide to Enjoying Step Up Together

7.13% Rise Together Session Announcement

7.12% Last Chance to RSVP for Step Up Together

8.90% When women support each other, incredible things happen.

7.64% Your Guide to Enjoying Step Up Together

7.13% Rise Together Session Announcement

7.12% Last Chance to RSVP for Step Up Together
BRAND ACTIVATIONS THAT ENGAGE

A variety of brand activations connect influential attendees with Step Up Together partners.

Brand Lounges

In 2021, attendees visited virtual lounges to engage with global brands!

**U.S. Bank**

The visionary sponsor offered guests a resource to boost their short-term and long-term financial goals through a quick guide on the 5 Key Components of a Financial Plan.

**GSTQ**

The GSTQ Lounge offered guests the chance to win a week of 5 fall outfits while learning about “clothing that’s polished to perform to your potential.”

**Benefit Cosmetics**

Guests discovered their brow bestie in the Benefit Brow Lounge and entered to win a free brow wax.

**PwC**

Attendees explored professional development programs, learned about The New Equation and explored careers in consulting in the PwC Lounge.

**Michael Stars**

The Michael Stars Vintage Lounge provided guests the chance to win a $500 online gift card while exploring for fall fashion needs.

**Ulta Beauty**

Attendees stepped into a virtual 21 Days of Beauty pop-up to shop beauty’s biggest event.

**Sponsored Summit Sessions**

Last year, partners hosted programming for attendees on the main stage.

- **Women in Financial Services: How to Feel at Home in the C-Suite** presented by U.S. Bank
- **Pillars of Potential** powered by GSTQ
- **View from the Top** with Ulta Beauty
- **Helping Women Thrive** with Honoree Michelle Klein of Facebook

**STEP UP TOGETHER KIT:**

250 All-Access Pass holders received a curated summit kit filled with gifts from our partners!

**APP BANNER ADS:**

Attendees interacted directly with partners on the event mobile app + web browser via banner ads and more! Sponsor banner ads received an average of 29,540 views.

**DIGITAL GIFT BAG:**

Guests left the summit with a digital gift bag filled with goodies curated by Step Up Together partners.
BUILDING RELATIONSHIPS

Step Up Together connects more than 1,800 global changemakers and brands.

The Networking Experience

• 800+ connections were made during event networking opportunities
• Attendees connected with one another through:
  - Video conferencing networking sessions
  - Networking wall prompts
  - 1 on 1 chat functionality
  - Attendee profiles that served as digital business cards
  - A “shake to connect” next-level networking experience to exchange profiles
SPONSORSHIP OPPORTUNITIES

How will your brand Step Up Together?

Support mentorship for this moment, raise brand awareness, build relationships, and make an impact on the next generation of leaders by being Step Up Together sponsor.

**PRESENTING SPONSOR**
$75,000+ investment
ONE AVAILABLE

All visionary sponsor benefits plus:
- Summit naming rights: Step Up Together presented by
- Co-branding on all eblast announcements
- Co-branding on event app splash page
- Co-branding on event slides
- Co-branding on Step Up Together event website on suw.org/stepuptogether
- Welcome video inclusion with company representative and Step Up CEO
- Verbal recognition as presenting sponsor during select program sessions
- Acknowledgement as presenting sponsor in event press release

**VISIONARY SPONSOR**
$50,000 investment

All platinum sponsor benefits plus:
- (1) Summit naming rights for (1) main stage summit session
- (1) Co-branded text messaging to attendees
- (1) Co-branded push notification from event app to attendees
- 75 All-Access passes

**PLATINUM SPONSOR**
$25,000 investment

All gold sponsor benefits plus:
- Virtual brand lounge
- Co-branded text messaging to attendees
- Signage in app event lobby
- Digital content including 1 co-branded email, 2 co-branded social posts and 1 dedicated post-event eblast
- Logo recognition on event website, event app and event slides
- 50 All-Access passes
- Receive + contribute to digital gift bags

**GOLD SPONSOR**
$15,000 investment

All silver sponsor benefits plus:
- Signage in app event lobby
- Logo recognition on event website and event app
- Inclusion in social content including 1 co-branded group social post
- 40 All-Access passes
- Receive + contribute to digital gift bags

**SILVER SPONSOR**
$10,000 investment

All bronze sponsor benefits plus:
- Virtual brand lounge
- Co-branded text messaging to attendees
- Signage in app event lobby
- Logo recognition on event website and event app
- Inclusion in social content including 1 co-branded group social post
- 30 All-Access passes
- Receive + contribute to digital gift bags

**BRONZE SPONSOR**
$5,000 investment

All community sponsor benefits plus:
- Name recognition with hyperlink on event website + event app
- 20 All-Access passes
- Receive + contribute to digital gift bags

**COMMUNITY SPONSOR**
$2,500 investment

- Name recognition with hyperlink on event website + event app
- 15 All-Access passes
- Receive digital gift bags

YOUR IMPACT:

- Underwrite one year of dedicated Step Up programming for 100 girls of color to access meaningful mentoring relationships which will enable them to use their voices and skills to address inequities, reject racism and build coalitions that strengthen their abilities to be future leaders.

- Provide mentorship access to 50 first-generation Step Up young adults, expanding their social capital and opening doors through networking opportunities with industry leaders.

- Invest in 1,000 hours of mentorship focused on dynamic hands-on career experiences, connecting girls to opportunities for job shadowing, career coaching, and an invaluable bridge to workforce pipelines.

- Fund 500 hours of mentorship committed to social and emotional skill building, equipping girls to confidently conquer personal and professional goals.

- Support 300 hours of mentorship focused on career exploration field trips, introducing Step Up girls to workplaces and role models, an instrumental step in informing their career pursuits.

- Inspire girls to dream big at a Step Up mentoring conference, uniting women and girls to leverage their diverse experiences.

- Support Step Up’s ongoing work towards racial and gender equity and empowering the next generation of women leaders.
Andrya Smith, Board Chair
PwC

Tara Farnsworth, Board Treasurer
Bayshore Global Management

Suzanne Norr, Board Secretary
AvatarLabs, Inc.

Kaye Popofsky Kramer, Founder
Step Up

Delores Druilhet Morton, CEO
Step Up

Vanessa Salinas Beckstrom
PwC

Rachel Begun
Coaching and Culture

T’Wana Brown
Divisional Merchandising Executive

April Carr
PepsiCo

Tam L. Chambers
NWEA - Northwest Evaluation Association

Cat Chen
Skylar

Katrina Craigwell
Meta

Bernadette Fitzpatrick
Bare Necessities

Heather J. Foster
Lyft Inc.

Marnie Kain
Grey Group

Dawn Kohler
Kohler & Company

Sara Link
Verizon

Molly Luetkemeyer
M. Design Interiors

Marta Martinez
Google

Mark O. Page
AT&T executive (retired)

Beth Radichel
Neal, Gerber & Eisenberg LLP

Maria Salcedo
Ulta Beauty

Hilary Smith
Comcast NBCUniversal

Maggie Stockdale
Media Math

Judie Verb
US Bank

Maria Walker
Patient Square Capital
Contact Jamie to invest in our next generation of leaders!

jamie@suwn.org
310.497.3514