THURSDAY, SEPTEMBER 15, 2022

a digital summit inspiring women and girls through mentorship for this moment

PARTNERSHIP OPPORTUNITIES

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.

BENEFITING

Step Up, the premier mentorship organization for teen girls, young women and gender-expansive young adults ages 14–23

suwn.org/stepuptogether
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
“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!

Everywoman Studios’ Abby Greensfelder • Winget, Spadafora & Schwartzberg, LLP’s Allison J. Beauty • Butler/
• ZS’ Andrea Contres Moore • PwC’s Andrya Smith • PepsiCo Foods North America’s April Carr •
Gamble’s Ashley Taylor • Baaba Holland

Sheryl Sandberg
COO, Facebook

MediaMath’s Kimberly Teel • The Pill
O’Connor • Benefit Cosmetics’ Maggie
Maria Salcedo • Patient Square Capital’s Maria
Google’s Marta Martinez • Renew Financial’s Mary

Debbie Allen
artistic director &
cofounder, Debbie Allen
Dance Academy; executive producer, Grey’s Anatomy

Danielle Prescod
editor + content creator

Association’s Tamika Chambers • Compumark | Tonya Garrett • PwC’s Vanessa Salinas Beckstrom • Step Up
alumna Angelica Campos • Step Up alumna Briana Carabajal • Step Up
alumna Kalen Isreal • Step Up alumna Kara Isreal • Step Up alumna

Mandy Moore
actress, singer, activist

Till’s Amanda Devito • EY’s Andrea Carter
Goldman Sachs’ Ashley Miller • Procter &
Bernadette
Fitzpatrick • 50/50
Search’s • Betsy

Julie Bowen
actress • author

Phoebe Robinson
actor, comedian +
author, Please Don’t
Sit On My Bed In Your
Outside Clothes?

Lilianna Vazquez
host, style expert +
tastemaker

Lisa Ling
TV host + journalist

Sarah Fuller
first woman to play
NCAA Power 5
Conference football

Kimberly
Club’s Lauren
Ford Danielson • MediaMath’s Maggie Stockdale • YouTube Originals’ Margie
Walker • The X League’s Marissa Lopez • AT&T’s executive (retired) Mark Page
Kathryn Lynch • Build Your World’s Max Kramer • Step Up’s Mayra Vazquez • Bank of the West’s Meghan Birmingham
Molly Luettekemeyer
Kempner Capital

Lisa Ling
TV host + journalist

Sofia Lilly •
Tomasselli
LLP’s
Mercedes-
Benz Financial
Northwest Evaluation

Benz Financial
Northwest Evaluation

Suzanne Lerner
co-founder + CEO,
Michael Stars

Suzanne Lerner
co-founder + CEO, Michael Stars

At Home Group Inc.’s Meredith Hampton

Craig Newmark Graduate School of Journalism
O’Connor  • Benefit Cosmetics’ Maggie
ChrissSenior Director, Business Development and Partnerships Marketing Solutions, a division
alumna Angelica Campos  • Step Up alumna Briana Carbajal • Step Up
alumna Vanessa Salomon • Step Up

Tonya Garrett • PwC’s Andrya Smith • PepsiCo Foods North America’s April Carr •
Gamble’s Ashley Taylor • Baaba Holland

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Mercedes-
Benz Financial
Northwest Evaluation

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Northwest Evaluation

Suzanne Lerner
co-founder + CEO, Michael Stars
2021 SPONSORS INCLUDED...

[Logos of various companies]
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)

STEP UP TOGETHER’S MOST ENGAGING INSTAGRAM POSTS:

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

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
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 Vintage Style 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.
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.

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<tr>
<th>PRESENTING SPONSOR</th>
<th>VISIONARY SPONSOR</th>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
<th>BRONZE SPONSOR</th>
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**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.

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

**YOUR IMPACT:** 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.

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

**YOUR IMPACT:** 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.

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

**YOUR IMPACT:** 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 Druihlet 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

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