



An incubator of women leaders

## Thank You To Our 2014 Sponsors!

*You helped the CLUB build a diverse community of professional women who, in turn, helped each other accelerate their leadership journeys. And it's working. Read on to hear about the impact we're having on women from your organization and others across the Bay Area.*

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### The CLUB Effect

In 2014, we measured our impact. We see that the CLUB is helping members become stronger leaders, yet we wanted to hold ourselves accountable. We wanted to know *how* we were helping and *where* we could do better.

We looked to Catalyst, the leading nonprofit focused on expanding opportunities for women in business. In their report, "The Myth of the Ideal Worker: Does Doing All the Right Things Really Get Women Ahead?" they found that **"for women, making their achievements known and gaining access to powerful others had the greatest impact on career advancement."** We found ourselves wondering if the CLUB was helping members to do this. We created a brief survey and discovered the following:

Because of The CLUB:

- 100% of our members are inspired to grow their career,
- 93% are more likely to make their achievements known,
- 87% do more networking,
- 67% are less likely to drop out of their careers, and
- 53% believe they are more visible within their organization.

We've coined these results as "The CLUB Effect." Clearly, the impact is strong, but there's more to be done – particularly in view of the diversity scorecards revealed by Bay Area companies in 2014 that show we have deficient numbers of women in tech and leadership. We thank you for your support of the CLUB to date and ask that you continue your generosity in 2015. The more support we have, the greater the CLUB Effect can expand opportunities for women leaders in the Bay Area.

**Contact [sponsorship@theclubsv.org](mailto:sponsorship@theclubsv.org) to find out more or to sponsor the CLUB.**

## More Successes in 2014

In addition to the CLUB Effect, we're pleased to share these successes:

- Significant growth in the diversity of our membership including:
  - Increase in technology (21% of our membership), consulting, banking and finance, and marketing professionals
  - More women at the CEO, COO, SVP, Director, and Partner levels
- 10 seminars on leadership skills from experts in the field, with >500 attendees
- 20+ small group mentoring and networking events for CLUB members
- Access to 75+ networking events hosted by affiliate organizations
- Leadership experience for Committee Co-Chairs, Segment Leads, Mentoring Leads, and Board Members
- Public speaking experience for 9 members at CLUB events
- Countless professional referrals and connections made between members

We will have an even greater effect in 2015 as we launch four new initiatives:

1. **CLUB Incubator**: The CLUB's Incubator advocates for a select group of CLUB members each year to help propel their career growth and personal potential. The Incubator provides a laser focus on actionable ways to improve and promote public profile, enhance personal brand, expand networks and confirm board readiness. Unlike a mentoring program or coaching program, the Incubator will take action to enable Incubees to gain recognition for their expertise and leadership skills.



2. **Mentoring Circles**: The Mentoring Circles Program helps members who want to define personal brands and networking strategies to meet their career goals. It offers thought partnership and support to solidify participants' personal brands, career and networking plans. Mentoring Circles is a foundational step for any professional leader interested in achieving self-awareness to build and realize her vision.

3. **Community Advocacy Program:** This CLUB-driven, community-facing movement will work to reinvigorate our workplaces to be thriving, inclusive, profitable environments. By elevating the importance of leadership traits such as collaboration, empathy, vulnerability, humility, inclusiveness, generosity, balance and patience and recognizing employees' well-being as a key component to a company's success, work environments will result in happier, more effective workers. This will also attract a more inclusive employee base, allowing companies to benefit from and leverage a rich diversity of perspectives. The CLUB Community Advocacy Program will bring together CLUB members and non-members, men and women, of all generations, to identify best practices for reinvigorating our workplaces and making resources available to companies who want more inclusive workplaces.
4. **The CLUBhouse:** The original vision of the CLUB included a dedicated space for members to gather in person, to draw ideas, inspiration, and accountability from each other as they moved up their leadership path. In 2015, we will begin the search for our CLUBhouse, which we believe will exponentially increase the CLUB Effect.

**We need your support as a sponsor in 2015 to make these initiatives as successful as possible, and have the greatest impact on women leaders in your organization and across the Bay Area.**

## Our 2014 Members Hail From Top Bay Area Companies:

Abbott	IBM	Sephora
Adobe	Intuit	ServiceRocket
Allegiance	Jones Day	SNR Denton
Amazon	K&L Gates	Social Strand Media
Apple	Kenyon & Kenyon	Space Systems/Loral
BlackRock	Kilpatrick Townsend	Square
Broadcom	Kirkland & Ellis	SRI International
CapGemini	Lowenstein Sandler	ST-Ericsson
Cisco	Marvell Semiconductor	Stanford University
Citi	Maxim Integrated	Sterling
Cooley	Morrison & Foerster	Synopsys
Coupons.com	Nexsan	T.Y. Lin International
Dickstein Shapiro	Novartis	Tesla Motors
DLA Piper	Pearl.com	The Lanier Law Firm
Electronic Arts	Procopio	UCSF
Fenwick & West	PwC	Visa
GCA Law Partners	Quantcast	Williams Sonoma
Genesys	Salesforce.com	WilmerHale
Google	Samsung	Xerox
Hewlett Packard	SEMI	Yahoo!

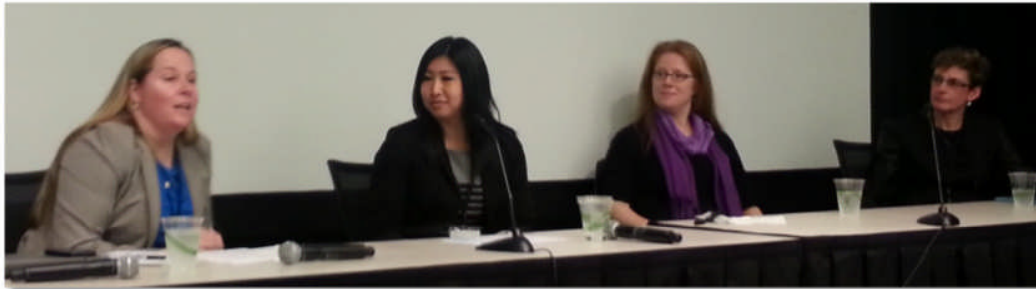
## We Appreciate Our 2014 Sponsors!



WILMER CUTLER PICKERING HALE AND DORR LLP



## Who Enabled Us to Bring Fantastic Events to Our Members



## Why sponsor?

Having women in leadership positions is good for business. A recent McKinsey study<sup>1</sup> showed that among the many benefits, "companies with a higher proportion of women in their top management have better financial performance."

Despite these benefits, too few women make it to the highest ranks, and numbers have not significantly increased in recent years. As recently as 2013, just 17% of all board positions in the Fortune 500 were held by women<sup>2</sup>.

### As a sponsor, you will:

- ✓ Develop and retain your talent – the CLUB provides your employee members with skills development and mentorship and with the ability to leverage our members' broad spectrum of skills, ideas and experiences
- ✓ Expand your talent – tap into our network of accomplished women leaders for recruiting and business development
- ✓ Advance progress – become recognized as a leader in Silicon Valley, an agent of change, a champion of women in leadership
- ✓ Gain visibility among existing and emerging women leaders

<sup>1</sup> "Women Matter", McKinsey

<sup>2</sup> "2013 Catalyst Census: Fortune 500 Women Board Directors", Catalyst

## A new and different approach is needed. That's where the CLUB comes in.

**The CLUB** is a diverse community of inspiring, professional women helping each other to accelerate their leadership journeys. We provide a unique environment that offers the opportunity for women leaders across industries and career stages to connect in a supportive and intellectually challenging environment, and provides mentoring, leadership and soft skills development programs. It's not just getting women to the top, but ensuring they have the skills and confidence to succeed they make it.

Together, we are building a critical mass of women leaders in Silicon Valley, so that when a company needs to fill a leadership position, whether for a CEO, CIO, CTO, General Counsel, Director or a project leader, it need not look any further than the CLUB.

Become a key partner to the Silicon Valley incubator of women leaders that just might change history.

***The CLUB is a 501(c)(3) not-for-profit organization and is tax exempt under the Internal Revenue Code.***



## 2015 Sponsorship Opportunities

### Founding Sponsor (\$20,000)

- ✓ 20 memberships included
- ✓ Lifetime homepage website recognition
- ✓ Recognition in printed materials and at the CLUBhouse
- ✓ Website women leaders spotlight
- ✓ Annual sponsor recognition

### Champion (\$15,000)

- ✓ 15 memberships included
- ✓ Website recognition on homepage
- ✓ Recognition in printed materials and at the CLUBhouse
- ✓ Website women leaders spotlight
- ✓ Annual sponsor recognition

### Partner (\$10,000)

- ✓ 10 memberships included
- ✓ Website recognition on homepage
- ✓ Recognition at the CLUBhouse
- ✓ Annual sponsor recognition

### Friend (\$7,500)

- ✓ 7 memberships included
- ✓ Website recognition
- ✓ Annual sponsor recognition

### Supporter (\$5,000)

- ✓ 5 memberships included
- ✓ Website recognition
- ✓ Annual sponsor recognition

### Ally (\$3,000)

- ✓ 3 memberships included
- ✓ Annual sponsor recognition

We can also craft a Sponsorship package tailored for you

For more information, please contact [sponsorship@theclubsv.org](mailto:sponsorship@theclubsv.org)