

Women In Power

January 30, 2025



Visit now: <https://events.westfaironline.com/women-in-power>



Overview

About

Citrin Cooperman and Westfair Business Journal invite you to the 2025 Women in Power event on Thursday, January 30, 2025, at 8:30 AM at Manhattanville University in Purchase. Start your morning by connecting with influential women in our community and gaining insights from accomplished female leaders.

Our panelists will share their journeys, strategies, and the invaluable lessons they've learned along the way, demonstrating how they overcame challenges and broke through barriers to reach the top.

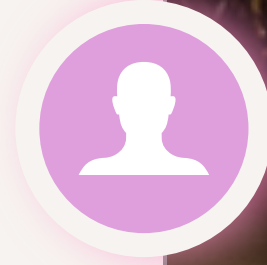
westfaironline.com/women-in-power



Date
January 30



Location
Manhattanville University



Audience
200 C-Level Executives



Format
Reception, Networking, Private
Breakfast, Panel.



2025

Panelists



Moderator

Catherine Sabol

*Partner
Citrin Cooperman*



Panelist

Tyré Robinson

*Tarrytown, New York
Regional President
M&T Bank*



Panelist

Tara Rosenblum

*Host/Reporter
News 12*

Partner Motivation & Goals

Women in Power will deliver on the following:



Thought Leadership

programming integration
opportunities



Branding

pre-, during and post-event



Showcase

products and services



Exclusive

private Breakfast opportunities and
customized activities



Generate

content on-site

Branding, Promotion, and PR



- ✔ **Complimentary Invitations** for partner executives to the highly exclusive, invite-only event
- ✔ **Logo Placement** on two Westfair Business Journal ads and on westfaironline.com event page
- ✔ **Social Media Amplification** inclusion pre-, during and post-event
- ✔ **Onstage Mention** by Westfair Business Journal moderator during introductory/closing remarks
- ✔ **On-Site Logo Exposure** on video screens, on-site signage
- ✔ **Thank-You Email** with sponsor mention sent to all delegates post-event
- ✔ **Recap Report** highlighting sponsor assets and on-site photos
- ✔ **Right Of First Refusal** for 2026 event

Sponsorship

Levels

Presenting

- C level 'Green Room' interview.
- 5 minutes. Posted on Westfair.com and provided to client for use in digital / social promotion
- 50,000 ad banner impressions on Westfaironline.com
- 4 complimentary event passes
- Logo on all pre-during-post event marketing
- 12 month complimentary subscription for 8 client executives
- Table drop distribution of marketing materials to event attendees
- Full page ad in event program Plus Company bio
- 1x Exclusive email blast sent to attendees on behalf of client
- 2 Social media Posts over a 3-month period

Partner

- Logo on all pre-during-post event marketing
- 2 complimentary event passes
- Half page ad in event program Plus Company bio
- Table drop distribution of marketing materials to event attendees
- 20,000 ad banner impressions on Westfaironline.com

Innovation Showcase



Custom Display on-site in dedicated space that can include one table and two chairs



Conduct product demonstration, distribute thought leadership/marketing collateral, and sample product (subject to WBJ approval)



Logo Exposure featured on Innovation Showcase signage, official event booklet



WOMEN *in* Power

Wf Westfair
Business Journal

To view this 2025 event: westfaironline.com/women-in-power



For event information

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For Sponsorship inquiries

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