

# 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.

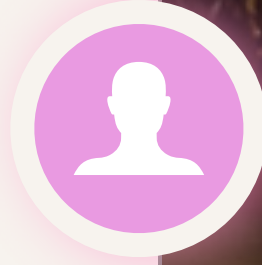
[westfaironline.com/women-in-power](https://westfaironline.com/women-in-power)



**Date**  
January 30



**Location**  
Manhattanville University



**Audience**  
300 C-Level Executives



**Format**  
Reception, Networking, Private Breakfast, Panelist.



2025  
**Panelists**



*Moderator*

**Catherine Sabol**

*Partner  
Citrin Cooperman*



*Panelist*

**Katrina M. Adams**

*Executive Director  
Harlem Junior Tennis &  
Education Program*



*Panelist*

**Tyré Robinson**

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



*Panelist*

**Tara Rosenblum**

*Host/Reporter  
News 12*

# Partner Motivation & Goals

Women Innovators 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

# Program Integration

Opportunity for C-Level partner executive to deliver remarks on stage:

- ★ **Executive** integration into panel or introduction of a relevant session
- ★ **Present** custom award to a leading CIO
- ★ **Logo Exposure** on video screen on main stage during remarks





# 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

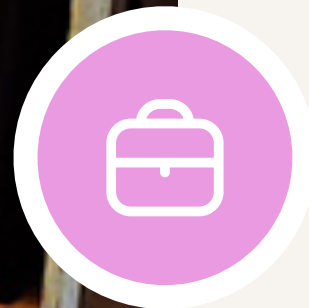
# Innovation Showcase



**Custom Display** on-site in dedicated space that can include one bar 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





**Wf** Westfair  
Business Journal

To view this 2025 event: [westfaironline.com/women-in-power](https://westfaironline.com/women-in-power)



**For event information**

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**For Sponsorship inquiries**

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