

**09.26.19**

**MIAMI**  
*Spirit Forward*  
**SUMMIT**

**2019 SPONSORSHIP OPPORTUNITIES**

POWERED BY



**BACARDI**

WOMEN IN LEADERSHIP



One of my favorite events of the year is Bacardi Women in Leadership's annual summit. Our entire committee is comprised of volunteers who plan this event outside of their daily job responsibilities solely because they are committed to elevating all of us to our highest potential. Our rebranded Spirit Forward Summit brings together powerful speakers to offer enriching personal

and professional education through inspiring panels, networking opportunities and more.

Every year I think, "How are we possibly going to make this event even bigger and better compared to the year before?" Somehow, it always happens! And that's due to the energy and synergy of our volunteers and (financially) due to our dedicated and loyal sponsors, whom I hope you will consider being a part of this year. As a sponsor, I think you will share in my enjoyment and passion for this event. It aligns with my company's values, and it certainly aligns with your values as an organization; hence why you are being reached out to regarding collaboration and partnership opportunities. Please join us as we create the ultimate experience of connection, education and activation this coming Fall.

**Kelly Feintech | Bacardi USA**

Director of Business Transformation  
Co-Chair Bacardi Women in Leadership  
North America



This September, we will host more than 600 professionals and thought-leaders at our Spirit Forward Summit. After each summit, I'm constantly in awe of the event's attendee turn out, networking opportunities and social influence. It is a bonus to partner with such incredible sponsors year after year who share the same vision as Bacardi - wanting to be known as a company synonymous with being on the forefront of innovation, originality and genuine champions for women's empowerment.

I hope you consider supporting our inspiring program. It is an event where those in attendance connect and build relationships with the companies represented in the space, the speakers on the stage, and with those sitting next to them in the audience. Spirit Forward has a tremendous return on investment; investment in our employees, the community and individuals' futures. I look forward to spending a Thursday of uplifting messaging and engaging networking with you. Thank you in advance for your time, talent and sponsorship consideration.

**Laura Martinez | Bacardi USA**

Director of Talent Management Americas  
Co-Chair Bacardi Women in Leadership  
North America

# ABOUT



*Spirit Forward*

WITH BACARDI WOMEN  
IN LEADERSHIP

Our Bacardi Women in Leadership annual summit is back and bigger than ever. In fact, we are evolving and rebranding our marquee event to Spirit Forward Summit Miami. Still powered by the Bacardi Women in Leadership program, Spirit Forward Summit Miami will bring together even more changemakers who are inspired by celebrating, empowering and educating women and men alike on topics such as gender equality and diversity.

The summit, which is now in its fourth year since inception, is open to the public and will return on September 26, 2019, at the Loews Miami Beach Hotel. Although the name is new, our mission remains the same: bring the local community a full day of inspirational speakers from different industries and drive provocative, diverse conversations.

# CORPORATE BENEFITS

*Spirit Forward*



## **AWE-INSPIRING SPEAKERS & PROGRAM SESSIONS**

Our program is designed to modernize your inclusive culture and inspire cohesive strategies to innovate around gender equality.

## **HIGH IMPACT NETWORKING**

Rare opportunity to build relationships among women and men representing Bacardi and partner corporations across various industries including media, technology, finance, law, consumer goods and more.

## **WALK YOUR TALK**

Promote your gender equality commitments, and be recognized as a company leading impact and innovation.

## **BRAND AWARENESS**

Build your brand connections through event integration and custom activations.



## ***NEW VENUE***



Our Spirit Forward Summit will be held at the newly redesigned Loews Miami Beach Hotel. Located in the heart of South Beach's vibrant Art Deco District and steps away from shopping and dining on famous Lincoln Road; Loews Miami Beach Hotel is an inspiring location for our Summit.



## **LOEWS MIAMI BEACH**



# Last Year's Agenda

## Morning Summit

### Welcome Keynotes

*Paula Glickenhau*, Global Women in Leadership at Bacardi Lead;  
*Claudia Chan*, CEO, SHE Summit, SHE Globl Media,  
& Author of *This Is How We Rise*

### Why the Ask for Intersectionality is a Demand for Our Humanity

*Ashtin Berry*, Food & Beverage Activist

### Raising Children Who Value Equality

*Amanda Greenspon*, Trademark Attorney, Munck, Wilson, & Mandala;  
*Lauren Brody*, Author & Founder, The Fifth Trimester;  
*Kristy Wallace*, CEO, Ellevate Network;  
*Sarah Lux-Lee*, CEO & Founder, Mindr Terence Goods,  
National Director of Diversity &  
Inclusion at Southern Glazer's Wine & Spirits

### Financial Empowerment

*Ashley Feinstein Gerstley*, Money Coach, Fiscal Femme Founder,  
30-Day Money Cleanse Creator

### Ascending to Leadership-Internal and External Barriers

*KC Kavanagh*, Global Chief Communications Officer at Bacardi;  
*Kathy Caprino*, International Executive Coach, Finding Brave™ Expert;  
*Emilie Aries*, Founder & CEO, Bossed Up;  
*Stacey Hawes*, President, Data Practice at Epsilon

## Afternoon Summit

### Movement Breaks

*Jennifer Cassetta*, Author, Self-Defense, Nutritionist & Fitness Expert

### Women Disrupting the Status Quo and Changing the World

*Kelly Feintech*, Director of Business Transformation, Bacardi;  
*Shannon Allen*, Founder, grown;  
*Dune Ives*, Executive Director, Lonely Whale

### HE for SHE – A Call to Men

*Michael Kaufman*, Senior Fellow, Instituto Promundo;  
*Claudia Chan*, CEO, SHE Summit, SHE Globl Media  
& Author of *This Is How We Rise*;  
*Martin Voke*, VP, Deputy General Counsel & Secretary, Bacardi  
*Michael Kaufman*, Senior Fellow, Instituto Promundo;  
*Barkley Stuart*, EVP & Board Director at Southern Glazer's Wine & Spirits

### Be Brave, Be Bold, Be You

*Heather Monahan*, CEO, Boss in Heels;  
*Wesley E. Cullen*, General Manager at Casa Bacardi, Puerto Rico;  
*Nitika Chopra*, Naturally Beautiful Talk Show Host, Self-Love Expert;  
*Claudia Pertierra*, Group Director of Brand Engagement, Team Enterprises

### Closing Keynote

*Koya Webb*, Celebrity Holistic Health & Wellness Coach,  
Yoga Instructor, & Model

*"The amount of thought and effort that went into organizing this event did not go unnoticed. I hope to receive future invitations. Truly spectacular."*



*"By far, the best leadership conference I have attended. All the speakers were engaging and kept the attention of the audience. I left there feeling empowered not only as a female but as a leader within my organization."*



*"The experience exceeded my expectations. I appreciated the fact that given the current climate, politics was not brought into the discussions. I will be bringing a group with me next year!"*



*"Every year it gets better and better - keep up the great work!"*

# 2019 SPONSORSHIP OPPORTUNITIES

## **RAISE THE STAKES** **\$20,000**

- 20 Tickets for your employees to attend the event
- Premiere logo integration and branding on event materials and signage at the venue and online, including website branding and social media promotion
- Bacardi sponsored happy hour for 50 people @ Bacardi HQ
- Opportunity to have executive be involved in panel discussion
- Custom brand activation opportunities (costs incurred by sponsor)

## **RAISE THE ROOF** **\$15,000**

- 15 Tickets for your employees to attend the event
- Logo integration and branding on event materials and signage at the venue and online, including website branding and social media promotion
- Exclusive personalized company gift
- Opportunity to have executive be involved in panel discussion
- Custom brand activation opportunities (costs incurred by sponsor)

## **RAISE THE BAR** **\$10,000**

- 10 Tickets for your employees to attend the event
- Logo integration and branding on event materials and signage at the venue and online, including website branding and social media promotion
- Custom brand activation opportunities (costs incurred by sponsor)

# 2019 SPONSORSHIP OPPORTUNITIES

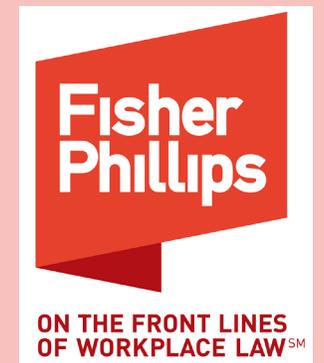
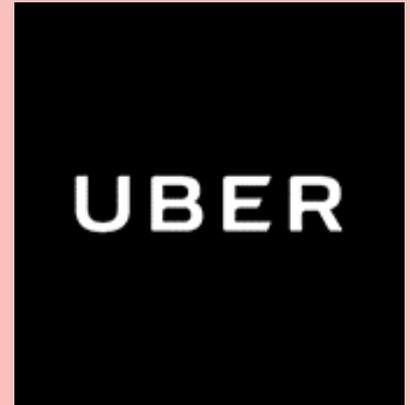
## **RAISE THE GLASS \$5,000**

- 5 Tickets for your employees to attend the event
- Logo integration and branding on event materials and signage at the venue and online, including website branding and social media promotion
- Custom brand activation opportunities (costs incurred by sponsor)

## **ADDITIONAL OPPORTUNITIES \$5,000**

- Hydration Station
- Travel + Accommodations
- Sponsor Speaker
- Gift Bag Placement
- Happy hour entertainment

2018 PARTNERS



“At Bacardi, we believe we can power growth by bringing people together and unleashing the talent that reflects the diversity of today’s consumers and our industry. Spirit Forward is a platform where women can come together to share their stories, learn from each other, and build a community that supports the advancement of women and equality for all in the spirits trade and hospitality community. Combining this critical mission with our motto - BE YOU, BE BETTER - we will drive undeniable synergy in becoming the best versions of ourselves possible.”

**-Paula Glickenhau**

**Head for Global Reflections at Bacardi**

**WANT TO SPONSOR?**

**Please Contact:**

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