



Leading  
for IMPACT

Women in Leadership Awards and Gala

# *Unstoppable: Women Redefining GovCon*

**2026**

MGM National Harbor

## **Sponsorship Prospectus**

Final date to lock in  
sponsorships: August 7, 2026



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www.govforum.io

# ABOUT THE IMPACT WOMEN IN LEADERSHIP AWARDS

The IMPACT Women in Leadership Awards and Gala celebrates the extraordinary women who are shaping the future of government contracting. This premier, high-fashion event honors female executives, innovators, and trailblazers who are breaking barriers, driving change, and redefining leadership in the federal technology sector.

In 2026, we're elevating the experience. Held at the stunning MGM National Harbor, this year's IMPACT Awards will be a sophisticated, fashion-forward celebration befitting the caliber of leaders we honor. This is not just an awards ceremony—it's a statement event where style meets substance, and where the most influential women in government contracting come together to inspire, connect, and celebrate excellence.

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## Keynote Presentation by The Honorable Cheryl Mason Inspector General US Department of Veterans Affairs

We are honored to welcome Cheryl L. Mason as a featured speaker at the FORUM IMPACT Awards & Gala — and trust us, this is one you do not want to miss.

As Inspector General of the U.S. Department of Veterans Affairs, Cheryl Mason leads a nationwide team of 900+ professionals dedicated to ensuring accountability, transparency, and excellence in serving our nation's veterans and their families. Her leadership has driven transformative impact across federal operations — from reducing hundreds of thousands of legacy appeals to championing innovation and oversight at scale.



# PREMIER SPONSORSHIP TIERS

## CHAMPION OF WOMEN LEADERSHIP - \$15,000 (Limit: 2)

### Awards Ceremony Benefits:

- Exclusive presenting sponsor recognition during awards ceremony for one of the two Women of the Year
- 5-minute speaking opportunity during main program
- Logo on step and repeat and select event signage
- Recognition in promotional emails and social media campaign
- 12 VIP tickets to awards ceremony and reception

### IMPACT Women's Luncheon 2027

- Exclusive title sponsor for one quarter IMPACT Women's Luncheon in 2027
- Select the keynote speaker for your luncheon
- Speaking opportunity at luncheon
- Branded luncheon venue
- 10 luncheon tickets

### The IMPACT Magazine Benefits:

- Full-page color advertisement (inside front cover or back cover)
- Featured 100-word thought leadership article (published in magazine and on FORUM website)
- Company profile in a sponsor showcase section

### Digital & Content Marketing:

- Featured sponsor article in FORUM newsletter (50,000+ subscribers)
- Executive interview on IMPACT Women in Leadership podcast
- Dedicated social media spotlight series
- Logo featured on event website homepage
- Attendee list (minus opt-outs)

## **LEADERSHIP VISIONARY - \$10,000**

### **(Limit: 3)**

#### **Awards Ceremony Benefits:**

- Sponsor recognition during awards ceremony
- Announce a FORUM provided list of winners during the event
- Logo on step and repeat and select event signage
- Recognition in promotional emails and social media
- 10 VIP tickets to awards ceremony and reception

#### **IMPACT Women's Luncheon 2027:**

- 6 luncheon tickets for one of the 2027 women's luncheons of your choice

#### **The IMPACT Magazine Benefits:**

- Full-page color advertisement
- 1,000-word thought leadership article (published in magazine and on FORUM website)

#### **Digital & Content Marketing:**

- Executive interview on IMPACT Women in Leadership podcast
- Social media spotlight
- Logo on event website homepage
- Attendee list (minus opt-outs)

## **INSPIRATION SUPPORTER - \$5,000**

### **(Limit: 8)**

#### **Awards Ceremony Benefits:**

- Logo recognition in event materials
- Logo on step and repeat
- 6 tickets to awards ceremony and reception

#### **The IMPACT Magazine Benefits:**

- Half-page color advertisement

#### **Digital & Content Marketing:**

- Logo on event website (sponsor page)
- Social media recognition
- Attendee list (minus opt-outs)



## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

| Reception Sponsor                                                                                                                                                                                                                                                                                          | Bar Sponsor                                                                                                                                                                                                                                                                                                                            | Glam Bot Sponsor                                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$12,000                                                                                                                                                                                                                                                                                                   | \$12,000                                                                                                                                                                                                                                                                                                                               | \$12,000                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>• Branding throughout networking reception</li> <li>• Interview on IMPACT podcast</li> <li>• Social Media recognition</li> <li>• Announce a IFORUM provided list of winners</li> <li>• 8 event tickets</li> <li>• <b>Full-page ad in IMPACT Magazine</b></li> </ul> | <ul style="list-style-type: none"> <li>• Branding at bar stations</li> <li>• Custom cocktail napkins with logo</li> <li>• Interview on IMPACT podcast</li> <li>• Announce a FORUM provided list of winners</li> <li>• Social Media recognition</li> <li>• 8 event tickets</li> <li>• <b>Full-page ad in IMPACT Magazine</b></li> </ul> | <ul style="list-style-type: none"> <li>• Exclusive branding on signage next to GlamBot</li> <li>• Interview on IMPACT podcast</li> <li>• Announce a FORUM provided list of winners</li> <li>• Social media recognition</li> <li>• 8 event tickets</li> <li>• <b>Full-page ad in IMPACT Magazine</b></li> </ul> |
| Entertainment Sponsor                                                                                                                                                                                                                                                                                      | WiFi Sponsor                                                                                                                                                                                                                                                                                                                           | Swag Bag Sponsor                                                                                                                                                                                                                                                                                               |
| \$12,000                                                                                                                                                                                                                                                                                                   | \$8,500                                                                                                                                                                                                                                                                                                                                | \$8,500                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>• Logo on the entertainment pianos</li> <li>• Announce a list of winners</li> <li>• Social Media recognition</li> <li>• 6 event tickets</li> <li>• <b>Full-page ad in IMPACT Magazine</b></li> </ul>                                                                | <ul style="list-style-type: none"> <li>• Custom WiFi network name with sponsor branding</li> <li>• Announce a list of winners</li> <li>• Social Media recognition</li> <li>• 6 event tickets</li> <li>• <b>Full-page ad in IMPACT Magazine</b></li> </ul>                                                                              | <ul style="list-style-type: none"> <li>• Branding on all swag bags</li> <li>• Announce a list of winners</li> <li>• Social Media recognition</li> <li>• 6 event tickets</li> <li>• <b>Full-page ad in IMPACT Magazine</b></li> </ul>                                                                           |





# VENUE BRANDING OPPORTUNITIES AT MGM NATIONAL HARBOR

Elevate your brand visibility with exclusive venue branding at one of the region's most prestigious locations. These high-impact placements ensure your brand is seen by every attendee in a luxury setting.

| Column Wrap Sponsor                                                                                                                                                                                                                                                                                      | Small Archway                                                                                                                                                                                                      | Large Archway                                                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$18,000                                                                                                                                                                                                                                                                                                 | \$20,000                                                                                                                                                                                                           | \$25,500                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"><li>• Three branded column wrap(s) in high-traffic area</li><li>• Floor-to-ceiling visibility</li><li>• Custom design printed and installed</li><li>• Maximum visual impact</li><li>• 10 minute speaking presentation during event</li><li>• 8 event tickets</li></ul> | <ul style="list-style-type: none"><li>• Grand ballroom small archway top</li><li>• Professional design and installation</li><li>• 10 minute speaking presentation during event</li><li>• 8 event tickets</li></ul> | <ul style="list-style-type: none"><li>• Branded door frame wrap(s) at entry points</li><li>• Welcome attendees with your brand</li><li>• First/last impression visibility</li><li>• Custom design and installation</li><li>• 10 minute speaking during event</li><li>• 8 event tickets</li></ul> |

## IMPACT WOMEN'S LUNCHEON SERIES 2027

Extend your commitment to women's leadership beyond the awards. Sponsor a quarterly IMPACT Women's Luncheon in 2027 and maintain year-round engagement with this influential community.

### Title Sponsor - One Quarterly Luncheon - \$5,000 (4 Available)

- Exclusive presenting sponsor of one quarterly luncheon
- Keynote interview and selection
- Logo on all luncheon materials and signage
- Recognition in promotional emails and social media
- 10 luncheon tickets
- Featured in FORUM newsletter

### Supporting Sponsor - One Quarterly Luncheon - \$2,500 (8 Available)

- Co-sponsor recognition at one quarterly luncheon
- Logo on luncheon materials and select signage
- Recognition in promotional materials
- 6 luncheon tickets
- Social media recognition

# THE IMPACT MAGAZINE

Now in its second year, The IMPACT Magazine has become the premier publication celebrating women's leadership in government contracting. Featuring in-depth profiles of award winners, executive insights, leadership perspectives, and compelling stories of women who are transforming the industry.

The IMPACT Magazine will be distributed to all awards attendees, providing sponsors with sustained visibility and thought leadership opportunities that extend well beyond the awards ceremony.

## Who Attends?

The IMPACT Women in Leadership Awards attracts the most influential women and their allies from across the government contracting ecosystem. Attendees include C-suite executives, federal leaders, business owners, and decision-makers who are committed to advancing women's leadership and driving organizational excellence.

- Female C-Suite Executives & Senior Leaders
- Federal Government Women Leaders & Decision-Makers
- Women Business Owners & Entrepreneurs
- Corporate Executives Committed to Women's Advancement
- Rising Leaders & Next-Generation Executives

## Expected Attendance: 300-400 Influential Leaders

## The Venue & Atmosphere

Experience luxury and sophistication at one of the region's most prestigious venues. MGM National Harbor offers world-class facilities, stunning waterfront views, and an atmosphere that perfectly reflects the caliber of leadership we celebrate.

## Dress Code: Dress to Impress

This is a high-fashion event. We encourage attendees to showcase their personal style with elegant attire. Think red carpet glamour, executive elegance, and confidence that commands the room. This is an evening where leaders dress the part.



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# WHY SPONSOR THE IMPACT WOMEN IN LEADERSHIP AWARDS?

## Demonstrate Your Commitment to Women's Leadership

Position your organization as a champion of women's advancement in government contracting. Sponsorship of the IMPACT Awards sends a powerful message about your commitment to diversity, equity, and women's leadership at the highest levels.

## Access the Most Influential Women in Government Contracting

Connect directly with female C-suite executives, federal leaders, and decision-makers who control billions in procurement spending. The IMPACT Awards brings together the most powerful women in the industry—and their allies—in one elegant setting.

## Elevate Your Brand in a High-Fashion, Prestigious Setting

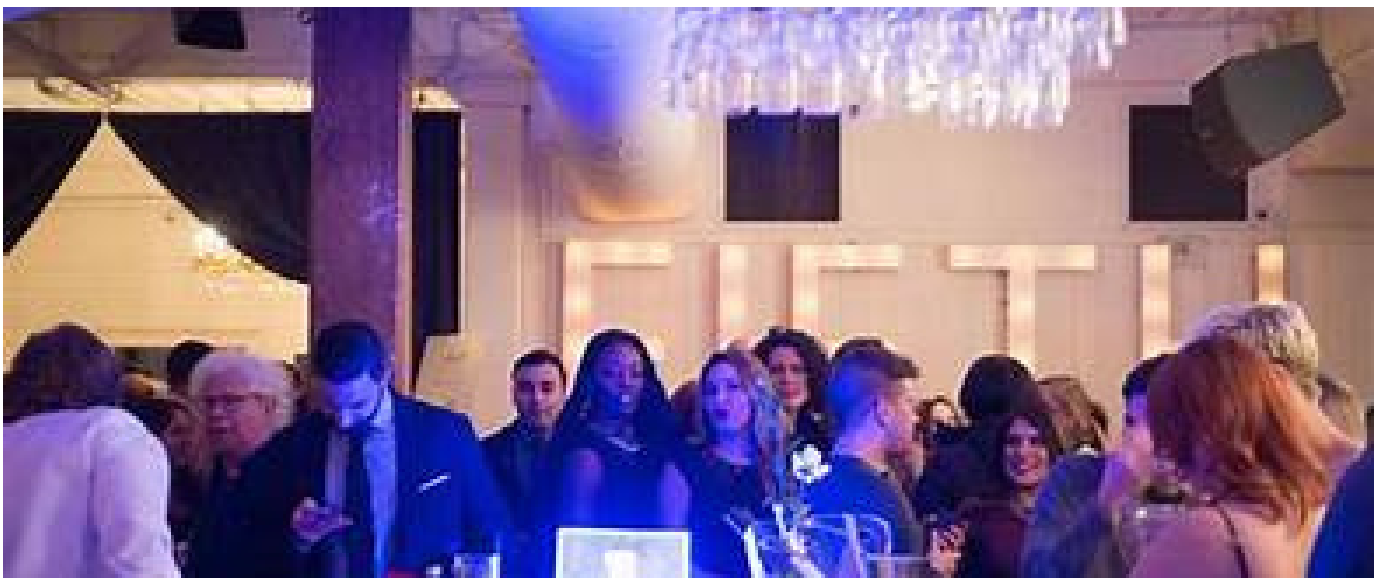
This isn't just another awards dinner. The IMPACT Awards at MGM National Harbor is a sophisticated, high-profile event that reflects the caliber of leadership we celebrate. Your brand will be associated with elegance, excellence, and empowerment.

## Year-Round Engagement Through The IMPACT Magazine & Luncheons

Unlike one-day events, IMPACT sponsorships deliver sustained visibility. Through The IMPACT Magazine, IMPACT podcast, and quarterly IMPACT Women's Luncheons, your brand remains engaged with this influential community throughout the year, creating lasting relationships and business opportunities.

## Attract Top Talent and Strengthen Your Employer Brand

In a competitive market for top talent, your sponsorship signals that your organization values and invests in women's leadership. This enhances your reputation as an employer of choice for the best and brightest female executives and rising leaders.



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# SPOTLIGHT VIDEO SPONSORSHIP

ELEVATE YOUR BRAND. TELL YOUR STORY. INSPIRE LEADERS.

## GO BEYOND YOUR SPONSORSHIP. LEAVE A LASTING IMPRESSION.

Your sponsorship already puts your company in front of the most influential leaders in government contracting. Now, amplify that investment with an exclusive FORUM Spotlight Video—a professionally produced, high-impact brand story that connects your organization with decision-makers before, during, and long after the event.

This premium add-on gives your company a dedicated moment to showcase your mission, your people, and your commitment to advancing women in leadership.



## YOUR SPOTLIGHT INCLUDES



### PROFESSIONAL VIDEO PRODUCTION

- One professionally produced 60-second sponsor spotlight
- Filmed and edited by the FORUM video production team
- Cinematic storytelling that showcases your brand



### FEATURED DURING THE AWARDS PROGRAM

Your video is played live during the FORUM IMPACT Awards, providing uninterrupted exposure to an audience of executives, federal leaders, and industry influencers.



### EXTENDED DIGITAL REACH

Your Spotlight Video continues working after the event through FORUM's digital and social media channels, extending your visibility beyond event day.



### USE IT EVERYWHERE

Receive a perpetual license to use your professionally produced video on your website, social media, recruiting efforts, presentations, and marketing campaigns.

### PERFECT FOR ORGANIZATIONS THAT WANT TO

- ✓ Showcase their commitment to women in leadership
- ✓ Highlight company culture
- ✓ Feature executive leadership
- ✓ Celebrate employees making an impact
- ✓ Strengthen employer branding
- ✓ Build credibility within the GovCon community
- ✓ Stand out during the FORUM IMPACT Awards



### LIMITED AVAILABILITY

Only a select number of Spotlight Videos are available for each FORUM IMPACT Awards program, making this one of the most exclusive sponsorship enhancements offered.

### ADD A SPOTLIGHT VIDEO TO YOUR IMPACT SPONSORSHIP

Transform your sponsorship into a memorable storytelling opportunity that continues generating value long after the awards ceremony ends.



TELL YOUR STORY. INSPIRE LEADERS. CREATE LASTING IMPACT.



ASK ABOUT ADDING A  
SPOTLIGHT VIDEO TO YOUR SPONSORSHIP

### READY TO LEARN MORE?

Contact the FORUM Sponsorship Team

 [maryann.brown@govforum.io](mailto:maryann.brown@govforum.io)

 [govforum.io](http://govforum.io)



# Leading for IMPACT

## Ready to Champion Women in Leadership?

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Let's connect and craft a sponsorship package that champions women AND delivers real **impact** for your business!



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[www.govforum.io](http://www.govforum.io)