

The Fourth International  
**Women of the Mountains**  
Sponsorship Kit

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**2015**



**Orem, UT**

**Oct 7 – 9**

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**ADDRESSING ISSUES CRITICAL TO**  
women and children of the mountainous nations

[WWW.WOMENOFTHEMOUNTAINS.ORG](http://WWW.WOMENOFTHEMOUNTAINS.ORG)

# HIGHLIGHT YOUR ORGANIZATION AT THIS ORIGINAL CONFERENCE!

Here is what you can do at this gathering of over 1,000+ people from countries all over the world:



SHARE INFORMATION



SIGN UP MEMBERS



SELL AND MARKET  
MERCHADISE



PUBLICIZE PRODUCTS  
AND UPCOMING EVENTS

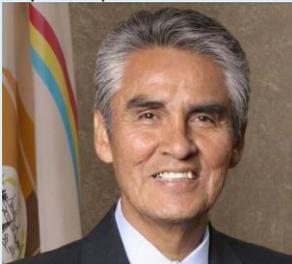


## This kit includes the following information:

- SPONSORSHIP INFORMATION
- GENERAL WOM INFORMATION
- VENUE INFORMATION
- ATTENDEE PROFILES
- SPONSORSHIP REGISTRATION
- GREETINGS AND MESSAGES FROM PAST SUPPORTORS
  - His Holiness, The Dalai Lama
  - Her Excellency, Michelle Bachelet, Executive Director of the UN Women
  - Minister of Women Affairs of Afghanistan, Dr. Husn Banu Ghazanfar
  - Utah Governor John Huntsman
  - Utah Governor Gary Herbert



Ana Vilma de Escoba, Past Vice President of El Salvador, 2007 Keynote Speaker



Joe Shirley, Past President of Navajo Nation, 2007 Keynote Speaker



Entertainers from 2012 Conference in Peru



2012 Women of the Mountains Participants

## ABOUT THE FOURTH INTERNATIONAL WOMEN OF THE MOUNTAINS CONFERENCE

The Women of the Mountains Conference returns to the United States after its successful conference in Puno, Peru in 2012.

It brings attendees and participants from the United Nations, the Federal Government, State and Local Government, Non-profit organizations, Local businesses, Scholars and Utah Valley University students.

Hundreds of people from numerous countries will come together to share, learn, network and celebrate efforts for sustainability, women and children issues pertaining directly to those who live within mountainous regions throughout the world.

His Holiness, the Dalai Lama, reminds us, "It is clear to me that taking steps to ensure the welfare and protection of women and children, improving their prospects for health, education and economic development and encouraging women in leadership roles can only benefit them and society at large."

Issues addressed in the conference are broadly, but not exclusively, discussed include: transmitting family values, heritage and culture, health, education, economic issues of women and children, leadership of women, human trafficking and exploitation, and sustainability issues that directly affect those living within mountain regions.

The intended outcome of the conference is to raise awareness, to mobilize support from institutions within the U.S. mountain states and global mountain entities, and to assist in the sustainable development of the mountain communities of the world, particularly as it applies to women and children.



© Utah Valley University

## Orem, Utah and Utah Valley University

Orem is the commercial and technological center of Central Utah. Nestled in Utah Valley, Orem is now one of the fastest growing cities in the United States. Housing, educational, and employment opportunities continue to be in high demand as Orem's population passes 91,000 residents. Orem is located on the eastern shore of Utah Lake and extends east to Provo and the foothills of Mount Timpanogos.

Utah Valley is one of the best family vacation destinations offering year-round adventure. Utah vacations start with enjoying natural beauty and diversity of the Wasatch Front. Hang gliding, world-class fly fishing, skiing, and dinosaur hunting are just few of the many outdoor adventures in Utah Valley. Utah vacations also incorporate a modern element of resorts and lodging, museums, performing arts, festivals and much more.

Utah Valley University is nestled in the lovely mountains 45 minutes south of the Salt Lake City International Airport. It features the UCCU Center which seats 8,500 and holds several Auditoriums and meeting rooms within its 250+ acre campus.

[www.orem.org](http://www.orem.org) • [www.utahvalley.org](http://www.utahvalley.org) • [www.uvu.edu](http://www.uvu.edu)



# Fourth International Women of Mountains Conference

7-9 OCTOBER 2015

Utah Valley University, Orem, Utah, United States

WOMEN OF THE MOUNTAINS

## Marketing Opportunities

The 2015 Women of the Mountains Conference will provide a cost effective way to reinforce your organizations exposure:

- Our participants are leaders in their communities and cultures.
- Our attendees are multi-generational, educated, media-savvy and culturally aware.
- There are up to 8 major sessions, panel discussions and addresses.
- Past speakers and panel participants have included Governor Gary Herbert, Past Vice President of El Salvador Ana Vilma de Escobar, Past President of the Navajo Nation Joe Shirley, Representatives of the Mountain Partnership and the Mountain Institute, Dr. Alexey Tikhomirov of the United Nations, Dr. Sattar Sarosh of The World Bank, Dr. David Gehrenbeck of the U.S. Department of State, and Ambassadors of; Albania, Kyrgyzstan, Turkmenistan to the USA and the Permanent Representatives of Nepal to the United Nations.
- The conference will offer a media presence for excellent marketing exposure through visibility on the Women of the Mountains website, social media channels and marketing materials, including media outlets of the United Nations Mountain Partnership.
- Your organization will be recognized each day of the conference and will be given the opportunity to have a booth at our business fair to share your message directly with our attendees and global audiences.



# A PROFILE OF WOMEN OF THE MOUNTAINS ATTENDEES

The 2015 Women of the Mountains Conference will provide your organization with exposure to an excellent marketing demographic from educated, affluent, well-networked individuals to young families and students within the State of Utah, the United States and internationally.

## WOMEN OF THE MOUNTAINS ATTENDEES ARE HIGHLY EDUCATED

Most of our attendees have a higher educational background.



## WOMEN OF THE MOUNTAINS ATTENDEES ARE OUTSTANDING MEMBERS OF SOCIETY

Many of our attendees are members of an organizations or network, donate to charities or do service work throughout the year.

## WOMEN OF THE MOUNTAINS ATTENDEES ARE WELL-NETWORKED

Most are users of Facebook, Twitter, LinkedIn and other social media sites



## WOMEN OF THE MOUNTAINS ATTENDEES ARE DIVERSE

Ages range from 20 – 60+, from countries all over the world

## WHO SUPPORTS THE WOMEN OF THE MOUNTAINS?



Our conference is 100% funded through donations and sponsorships.

### Past Contributors and Supporters

Advanced Language Systems International  
African Mountain Forum, Mountain Forum Board  
American Councils for International Education (ACCELS), Washington, D.C.  
Association Ancash  
Aspen International Mountain Forum, Aspen, Colorado  
Behavioral Science Department, UVU  
Bureau of South and Central Asian Affairs, U.S. Department of State  
Business Management Department, UVU  
Central Asia-Caucasus Institute at John Hopkins University  
Certiport, Inc.  
College Marketing and Communications, UVU  
Department of American Studies, University of New Mexico  
Department of Earth Science, UVU  
Department of Geography, The University of Montana  
Department of Multimedia and Communication Technology, UVU  
Department of Political Science and Women's Studies Program, University of Idaho  
Department of Political Science, BYU  
Division of Health Systems and Community-Based Care, College of Nursing, The University of Utah  
Embassy of Albania to the United States  
Embassy of Kyrgyzstan to the United States  
Embassy of Mongolia to the United States  
Embassy of Turkmenistan to the United States  
Foreign Languages Department, UVU  
Gage Business Consulting and Government Affairs  
Gruppman International Violin Institute, Provo, Utah

Harold B. Lee Library, BYU  
History and Political Science Department, UVU  
HLD Associates, Inc.  
Hoperu Humanitarian  
Information Technology Services, UVU  
Institutional Advancement office, UVU  
International Affairs and Diplomacy Office, UVU  
International Andrei Sakharov Foundation, Virginia  
International Center, UVU  
International Centre for Integrated Mountain Development (ICIMOD)  
International Republican Institute  
International University of Kyrgyzstan  
International University of Kyrgyzstan  
Latin America Mountain Forum, Mountain Forum Board  
Lindorf Foundation  
Master of Public Administration Program, Department of Political Science and Public Affairs Research, University of Idaho  
Millennium Institute  
**Mountain Partnership**  
Mountain Studies Institute, Silverton, Colorado  
National Center for Mountain Regions Development of the Kyrgyz Republic  
National Democratic Institute  
North American Mountain Forum / The Banff Centre, Mountain Forum Board  
Novell, Provo, Utah  
Office of the Associate VP of Academic Affairs, Undergraduate Research and International Programs, UVU  
Office of the Honorary Consul General of the Kyrgyz Republic to Utah  
Office of the Honorary Consul General of the Russian Federation to Utah  
Office of the Honorary Consul of the Kyrgyz Republic to Montana  
Office of the President, UVU

Office of the Special Assistant to the President, UVU  
Open World Program, Library of U.S. Congress, Washington, D.C.  
Orem Public Library, Orem, Utah  
Park City, Utah  
Permanent Mission of Nepal to the United Nations  
Poverty Reduction Team, Europe and Central Asia, The World Bank  
Ragan Theater, UVU  
Rio +20 United Nations Conference  
Salt Lake City, Utah  
School of Humanities, Arts and Social Sciences, UVU  
School of Nursing, Center of Excellence in Women's Health, University of Nevada, Las Vegas  
School of Social Work, BYU  
Sociology Department, BYU  
Sorensen Students Center, UVU  
Sponsored Programs Office, UVU  
Swiss Agency of Development and Cooperation  
The Andrei Sakharov Foundation  
The City of Aspen, Colorado  
The City of Basalt, Colorado  
The City of Orem, Utah  
The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH (German technical cooperation)  
The Foraker Group  
The Office of the Governor of Montana  
The Office of the Governor of Utah  
The U.S. Attorney's Office in Utah  
The Utah-Russia Institute  
United Nations Development Program  
Utah International Mountain Forum  
Utah State University, Logan, Utah  
Vista 360, Jackson, Wyoming  
Web Development Services, UVU  
Women's Resource Center, UVU  
Women's Research Institute, Brigham Young University (BYU)

# THE INTERNATIONAL WOMEN OF THE MOUNTAINS CONFERENCE

## About Us

The fourth International Women of the Mountains Conference seeks to raise awareness, to mobilize support from institutions within the U.S. mountain states and global mountain entities, and to assist in the sustainable development of the mountain communities of the world, particularly as it applies to women and children.

Successful hosting the 2015 WOMC will allow to:

- 1) Strengthen the State of Utah's position as the international hub promoting the gender aspect of the SMD agenda of the United Nations;
- 2) Implement a decision of the Orem Declaration of Mountain Women, the final document of the first international Women of the Mountains Conference in 2007 - to host a WOMC on an annual basis with alternating sites between Utah and a different mountain nations overseas.



The first International Women of the Mountains Conference took place on March 8 - 9, 2007 at Utah Valley State College in Orem, Utah. It was the first event ever in North America to promote, on regional level, the United Nations gender and sustainable mountain development agendas. Representatives from all Rocky Mountains states participated at the conference in addition to scholars from 22 mountainous nations. The Yurt behind the participants was presented by Her Excellency, Mrs. Zamira Sydykova, Ambassador of Kyrgyzstan to the USA.



The second International Women of the Mountains Conference took place on March 8 - 9, 2011 at Utah Valley State College in Orem, Utah. The Conference expanded the number of Mountain Partnership members from North America to thirteen, including Orem City and Gruppman International Violin Institute, among others. Opening Keynote Addresses were given by the Honorable Judy Martz, First Women Governor of Montana, and Christina Lowe, Miss Utah 2010, and Dr. Susan Madsen from UVU.



The third International Women of the Mountains Conference took place on June 14, 2012 in Puno, Peru to discuss pressing issues concerning mountain communities in the Andean regions of Peru and Surrounding countries aimed, in particular on strengthening regional alliances to promote gender issues; encouraging membership in the Mountain Partnership and Mountain Forum and identifying and resolving mountain women problems in particular regions of the world.

The WOM conferences have been featured in three Reports on Sustainable Mountain Development (SMD) of the United Nations Secretary General (UNSG) for promotion of the gender agenda. In the 2013 UNSG report, UVU was highlighted again for contribution to the SMD agenda, **the only university in North America** to do so.



## 2015 WOMEN OF THE MOUNTAINS SPONSORSHIP OPPORTUNITIES

This sponsorship model allows you to capture the attention of participants in a variety of ways, depending on the specific needs and desires of your organization. We understand that these needs may not necessarily fit into the prescribed levels outlined in this document. We therefore invite you to discuss with us alternative options that may be available to tailor a sponsorship package that best suits your organization.

For more information, please contact Jenny Starley at 801-361-6146 or [jstarley@hotmail.com](mailto:jstarley@hotmail.com).

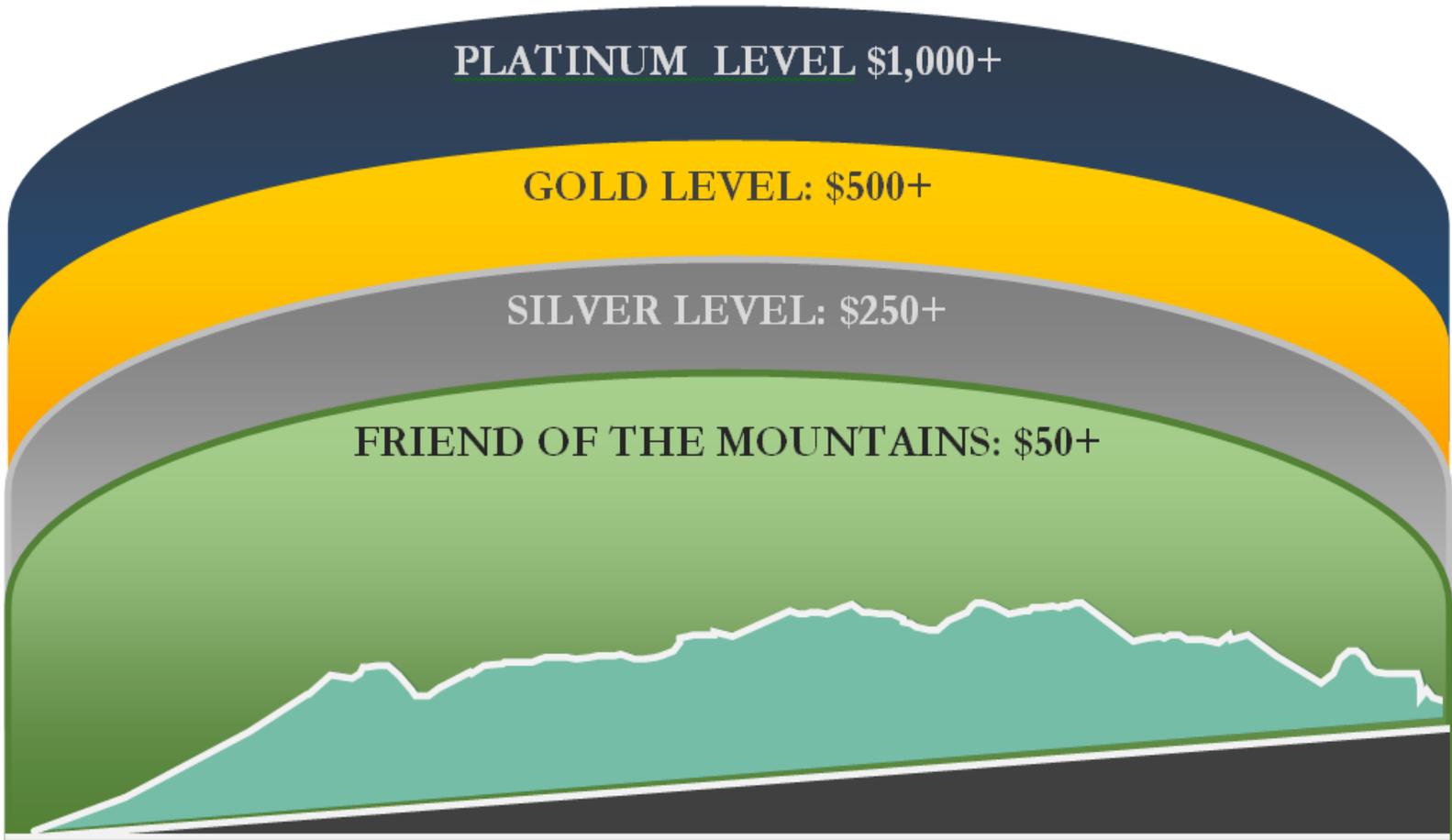
## SPONSORSHIP LEVELS

PLATINUM LEVEL \$1,000+

GOLD LEVEL: \$500+

SILVER LEVEL: \$250+

FRIEND OF THE MOUNTAINS: \$50+



# SUMMARY OF SPECIFIC SPONSORSHIPS

WHAT FOLLOW ARE HIGHLIGHTS OF MAJOR SPONSORSHIPS.

## TITLE

\$5,000

- Name prominently displayed alongside Mountain Partnership and Women of the Mountains as one an organizer of the conference: “Women of the Mountains brought to you by: ***“Your Organization”***”
- Vendor Booth at Business Fair
- Sponsorship of; UVU’s Business Fair, a panel discussion, a preconference activity, a refreshment, a contest booth
- Company logo will be showcased on; volunteer **and** attendee t-shirts
- Raffle-Prize Sponsorship
- Logo appears on all large signage of the event
- Company advertised on event website and Facebook page and all social media sites
- Acknowledgement in the conference program & website
- Option to add PR/advertising materials to the attendee packets

## PLATINUM

\$1,000

- Sponsorship of a contest booth
- Vendor booth at Business Fair
- Logo appears on medium signage at event
- Attendee t-shirts will feature company logo
- Company advertised on event website and Facebook page
- Acknowledgement in the conference program & website
- Option to add PR/advertising materials to the attendee packets

## GOLD

\$500

- Vendor Booth at Business Fair
- Volunteer t-shirts will feature company logo
- Co-Sponsor at a conference meal
- Acknowledgement in the conference program & website
- Option to add PR/advertising materials to the attendee packets

## SILVER

\$250

- Acknowledgement in the conference program & website
- Option to add PR/advertising materials to the attendee packets

## FRIENDS OF WOM

\$50+

- Acknowledgement in the conference program & website



## 2015 WOM SPONSORSHIP REGISTRATION

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

FACEBOOK: \_\_\_\_\_ TWITTER: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

SPONSORSHIP OPPORTUNITY	# AVAILABLE	LEVEL	X	SELECTED	=	TOTAL

### PAYMENT OPTIONS

- ONLINE**  
 Go to: <https://www.donate.supportuvu.org/give>  
 Select designation "other" and write in Women of the Mountains Conference
- CHECK OR CASH**  
 Please make checks payable to: UVU Foundation and write **WOMC 513151** in the **MEMO** line.  
 Checks can be mailed to: UVU Foundation, 800 University Parkway, MS 111, Orem, Utah 84058

### TO SET UP YOUR SPONSORSHIP BENEFITS

Contacts: Jenny Starley, Public Relations and Fundraising Coordinator  
 Cellular: 801-361-6146, [jstarley@hotmail.com](mailto:jstarley@hotmail.com)

Organizing Committee  
 2015 International Women of the Mountains Conference

# Messages and Greetings

*From Her Excellency, Michelle Bachelet, Executive Director of the UN Women:*



9 March 2011

Dear Conference Participants,

On behalf of the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), I'm pleased to extend my warm greetings to all of you participating in the 2<sup>nd</sup> International Women of the Mountains Conference in Orem, Utah.

I offer my congratulations to Ambassador Abdrisaev and Dr. Butler for this follow-up to the successful first conference in 2007, and regret that I am unable to attend.

I am glad that the Conference is addressing the specific and urgent challenges of women living in mountainous regions. I am especially pleased by the Conference's focus on women's leadership and participation, a priority area for us at UN Women. My vision is for UN Women to be a catalyst for change - offering new energy, drawing on core ideas and values, and bringing together countries and communities in a shared endeavor.

I hope the Conference will prove a powerful platform to stimulate dialogue on the sustainable and gender-just development of mountain states, generating innovative ideas and mobilizing support through the creation of energetic partnerships.

Conference Participants  
International Conference  
Women of the Mountains  
Utah

220 East 42<sup>nd</sup> St, Suite 409, New York, NY 10017  
T: + 1 646-781-4545 F: + 1 646-781-4567 [www.unwomen.org](http://www.unwomen.org)

I wish you positive discussions during the Conference, and successful cooperation on advancing empowerment for mountain women and, thereby, the broader cause of gender equality for all.

Yours sincerely,

A handwritten signature in black ink that reads 'Michelle Bachelet'.

Michelle Bachelet  
Executive Director

## *From His Holiness, the Dalai Lama:*

### MESSAGE

I would like to extend my warm greetings to everyone participating in the *Women of the Mountains* conference taking place in Utah addressing the welfare of women and children in mountainous regions.

For many years I have tried to promote positive human values and the importance of compassion in human society, for it has always seemed to me that it is essential that we foster these qualities in our children when they are young. This is why the relationship between mothers and children is so pivotal. Nearly all of us receive our first lessons in peaceful living from our mothers, because of our need for love and to survive. From the earliest stages of our growth, we are completely dependent upon our mother's care and it is very important for us that she expresses her love. If children do not receive proper affection, in later life they often find it hard to love others. This is one of the essential ways in which a mother's love, in the long run, has a bearing on peace in the world.

Therefore, it is clear to me that taking steps to ensure the welfare and protection of women and children, improving their prospects for health, education and economic development and encouraging women in leadership roles can only benefit them and society at large.

My own mother, who showed me the basic value of kindness, was a woman of the mountains. Consequently I have some personal interest in the themes of your conference and happily offer you my support.

*THE DALAI LAMA (SIGNED)*

February 26, 2007

## *From Past Utah Governor Jon Huntsman, Jr.:*



### STATE OF UTAH

JON M. HUNTSMAN, JR.  
GOVERNOR

OFFICE OF THE GOVERNOR  
SALT LAKE CITY, UTAH  
84114-2220

GARY R. HERBERT  
LIEUTENANT GOVERNOR

March 2007

To the Participants of the "Women of the Mountains" International Conference:

It is my pleasure to welcome you to our great state on the occasion of this conference. As you know, our pioneer ancestors struggled to carve a civilization out of a desert others did not want. These ancestors came from more comfortable origins and the harsh mountains and desert valleys of Utah took their toll in hunger, sickness, and death. However, in large measure because of the valiant women who fought against terrible odds, Utah flourished and grew. The elements were overcome and a great civilization and culture emerged.

The stories of deprivation and struggle among our original settlers is both heart rending and inspirational. Traditional family values, the home, and education were key to the stability of our state. The noble women who sacrificed so much brought stability, love, and refinement into our lives. They left us a legacy of great hope.

Best wishes for a successful dialog as you address issues critical to women and children in developing mountain nations throughout the world.

Sincerely,

A handwritten signature in black ink that reads "Jon M. Huntsman, Jr." with a stylized flourish at the end.

Jon M. Huntsman, Jr.  
Governor

**From Utah Governor, Gary R. Herbert:**

**From Minister of Women Affairs of Afghanistan,  
Dr. Husn Banu Ghazanfar:**

