



Partner Opportunities

Background & Benefits

Founded in 2015, WE Lead has connected with thousands of women in educational leadership nationwide through both in-person and virtual events. Centered on the core pillars of career advancement, professional development, and overall personal wellness, WE Lead supports women at every stage of their professional journey.

Partnering with WE Lead offers a unique and immersive opportunity that goes far beyond traditional sponsorship. As a partner, your representatives become active WE Lead members, joining attendees at event tables rather than being positioned outside as vendors. You'll have the opportunity to speak from the podium, introduce yourself and the speakers, and actively contribute as presenters and thought leaders both in person and online. Additionally, all women within your organization will receive full membership access, including entry to our exclusive online membership portal.

Forge meaningful, lasting connections with women in educational leadership by partnering with WE Lead. Through dynamic in-person events, interactive virtual sessions, and a shared commitment to addressing today's most critical leadership challenges, WE Lead brings partners into the fold as active members—collaborating to create and expand opportunities for women in leadership.



6800+ women leaders served at in-person and online events

11,000 online and social media contacts

68,500 email contacts

Ongoing Visibility

Decision-makers and key influencers regularly attend WE Lead events. In person events in NC & SC are established events each with **150-250 in attendance**. As a partner, you'll build meaningful, lasting relationships—both in person and online—with high-potential, career-driven women advancing quickly into senior leadership roles. These networks grow and endure for years to come. Your support is more than a one time investment. It lasts for months and years at a time.

Thought Leadership

Opportunities to speak, lead panels, and host **workshops** foster collaborative relationships between partners and school leaders, allowing partners to share the latest research and products. It's a hands-on partnership—working side by side with educators to drive meaningful impact. Partners lead discussion groups on relevant and timely topics: planning for summer school, using school data, how to negotiate contracts, best hiring practices, etc.

Unique Engagement

Membership in this purpose-driven community brings partners and educational leaders together to explore career advancement, leadership development, and personal wellness. Partnering with WE Lead also offers women within your own organization valuable opportunities for professional growth focused on women's leadership. An investment in WE Lead, is an investment in your own organization.

	Event Partner	Gold Partner	Diamond Partner	Additional Opportunities
Price	\$1500	\$3500	\$6000	Varies
WE Lead Membership	6 month membership, unlimited number of members from your company, may attend all online events with WE Lead Members, participate in book studies, collaborate in online portal with members	6 month WE Lead membership for an unlimited number of members from your company, may attend all online events with WE Lead Members, participate in book studies, collaborate in online portal with members	12 month WE Lead membership for an unlimited number of members from your company, may attend all online events with WE Lead Members, participate in book studies, collaborate in online portal with members	Book Study Lunch & Learn Reception Keynote
Event Registrations	2 registrations included	3 registrations included	3 registrations included	
Visibility	<ul style="list-style-type: none"> ● Logo listed on website for 6 months and in all mass emails ● A representative introduces a speaker at the conference (keynote, breakout, lunch or reception) ● Opportunity to provide materials to the attendees 	<ul style="list-style-type: none"> ● Sponsorship of 1 event ● Registrations for 3 representatives to attend the event ● Additional conference registrations can be purchased for the member price ● Breakout session at the conference focusing on leadership ● Logo listed on website for 6 months and in all mass emails ● A representative introduces a speaker at the conference ● Opportunity to provide materials to the attendees and a vendor table if the venue allows it ● Opportunity to provide 1 webinar for WE Lead audience within the 6 month membership. Recording available to WE Lead Members 	<ul style="list-style-type: none"> ● Sponsorship of 2 events ● Registrations for 3 representatives to attend the event ● Additional conference registrations can be purchased for the member price ● Breakout session at both conferences focusing on leadership ● Logo listed on website for 1 year and in all mass emails ● A representative introduces a speaker at the conference ● Opportunity to provide materials to the attendees and a vendor table if the venue allows it ● Opportunity to provide 2-3 webinars for WE Lead audience within the year of membership. Recordings available to WE Lead Members 	

Your support matters



Mobility

Women make up the vast majority of the workforce in schools – **76% of teachers are women** – but the number of women drops to less than one-third at the superintendent level. (ILO Group, Fall 2024)

According to [DistrictAdministration.com](https://www.districtadministration.com), between 2019 and 2024, **40% of school districts had at least one superintendent leave**. And when you [look at the map](#), North Carolina has one of the highest turnover rates – with **64% of NC districts changing superintendents**. (www.thesuperintendentlab.com)

The principals of today are the superintendents of tomorrow.



Relationships Matter

WE Lead's 10 year legacy has touched thousands of women who have changed jobs, advanced their careers, and adjusted their goals to meet the needs of their families. The true power of WE Lead emerges because meaningful relationships are built within a strong network of experienced and aspiring women in leadership.

Through meaningful conversations and shared experiences, these connections foster professional growth, mentorship, and long-term collaboration—empowering the next generation of women leaders.

WE Lead supports women as sponsors of each other, those who take a more direct role in promoting and recommending women for opportunities and positions.





Weighing the Consequences

According to the Council of Great City Schools, women earn \$20,000 - \$30,000 less than their counterparts. With every year that a woman is not considered for a promotion or doesn't have the confidence to apply, her salary remains stagnant and another opportunity closes.

Health and wellness tend to be ignored by women leaders who put everyone else first. WE Lead ensures that mental and physical wellness are a part of every event with certified nutritionists and fitness experts providing manageable tips for busy professionals.

WE Lead Together

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About	<div></div> <div></div> <p>WE LEAD was created by Dr. Lillie Cox to provide an opportunity for women in educational leadership to find support and growth on their professional journeys. For her work with female leaders and for the creation of WE LEAD, Dr. Cox has been awarded the AASA 2021 Dr. Effie H. Jones Humanitarian Award. Those recognized have a commitment to the advancement and mentorship of women and minorities in positions of leadership.</p> <p>Dr. Cox is currently the Executive Director of North Carolina Association for Teaching, Learning and Leading (NCATLL former NCASCD) and the Piedmont Triad Education Consortium (PTEC). She is a former district superintendent, central office administrator, elementary, middle and high school principal and teacher in North Carolina.</p>

