



# Frequently Asked Questions

## Registration Link:

[www.ascendleadership.org/event/NorCalLeadershipAwards18](http://www.ascendleadership.org/event/NorCalLeadershipAwards18)

## Table Sponsorship

Organizations, small businesses, current sponsors can purchase table sponsorships (10 guests - \$5,000) to our Gala. This option includes a 1/2 page ad in our program book for your team, business or organization. If you are a team that is purchasing tables in addition to a company partnership package (Bronze - President's Circle Level), your ad in the program book, as well as your pledge level branding at our events will be upgraded with this purchase(s).

## Branding

In addition to your logos projected at the Gala, all Bronze - President's Circle sponsors will have the option to include a standing banner along the pathway into the Gala. Dependent on their sponsorship level, Ascend NorCal will place higher sponsor banners in areas with higher visibility.

## Ad Specifications

### Sizing

Type:	Trim Size:	Bleed Size:	Live Area:
Full Page Ad	8.5 x 11"	8.75 x 11.25"	8 x 10.5"
Half Page Ad	8.5 x 5.5"	8.75 x 5.75"	8 x 5"
Quarter Page Ad	4.25 x 5.5"	4.5 x 5.75"	3.75 x 5"

Please keep important elements (such as text) within the 'live area' to prevent them from being cut off during printing.

### Color

All artwork must be either in CMYK or greyscale. NO RGB or spot colors.

### Acceptable File Formats

- TIFF, JPEG, PNG - Minimum resolution of 300 dpi at final size
- PDF - Must be press-optimized with all fonts embedded
- Any other file types that are not list above will NOT be accepted.

## Mentoring Program

Spring and Fall Sessions are currently in planning.

**Objective:** To provide the tools necessary to enhance leadership, teaching and coaching skills and build valuable relationships. Mentors have the opportunity to strengthen their knowledge base and improve communication skills while gaining satisfaction and recognition for helping mentees gain insight that help them develop professionally.

If you are interested in participating or learning more about the program, please contact  
NorCalAscendMentoring@gmail.com

## Dress Code

**Awards Gala:** Gala attire for women; black-tie optional for men  
**IAG Leadership Conference:** Business or California Casual

## IAG 1/2-Day Sessions Calendar And Registration

Will begin this Spring

## Annual Memberships

There is no official due date to sign up for annual membership if your package includes it as a sponsor. However, we recommend that you identify those who would like to or are identified as deserving of the one-year membership as soon as possible (once promo code is received) to ensure that they receive the full benefits of the annual professional memberships of our programming calendar starting now.

**For those interested in the option and signing up as individuals, please register here:**

[https://ascendleadership.site-ym.com/general/register\\_member\\_type.asp](https://ascendleadership.site-ym.com/general/register_member_type.asp)

**Value of an Ascend Membership:**

<https://ascendleadership.site-ym.com/?page=valueofmembership>

## Further Inquiries Contacts

Administrative and General Questions:

Selina Tan

Northern California Administrative Lead

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Sponsorship Opportunities:

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West Coast Executive Director

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