

UNIVERSITY OF NORTH CAROLINA
CHARLOTTE
SCHOOL OF PROFESSIONAL STUDIES
presents

BuildHER

Building Bolder Foundations

Media Kit

Friday, November 13, 2026
The Dubois Center | UNC Charlotte Center City



Welcome to BuildHER



This experience is designed to bring together women who are ready to grow, lead, and take meaningful steps forward in their careers.

As a participant, you play a critical role in shaping that experience.

This kit is designed to give you a clear understanding of the BuildHER audience, the energy of the event, and how you can participate in an impactful and actionable way.

We are excited to have you contribute to a morning that is focused on connection, confidence, and real leadership growth.

When & Where Will BuildHER Take Place?



Friday, November 13, 2026

8:00 AM - 12:30 PM

The Dubois Center |
UNC Charlotte Center City

The mission of BuildHER: Building Bolder Foundations is to empower both emerging and established women leaders within the Charlotte region. The program is designed to provide these professionals with the specific confidence, skills, and strategic frameworks necessary to advance their careers, amplify their influence, and foster leadership within their respective organizations.

About BuildHER



BuildHER is a high-impact leadership experience designed to empower women to grow, stretch, and take meaningful steps forward in their careers.

Through a combination of strategic insight, practical skill-building, and authentic conversation, attendees will gain the tools and confidence needed to navigate today's workplace with clarity and purpose.

This is not a traditional conference. BuildHER is designed to be engaging, actionable, and rooted in real-world leadership growth.

SKILLS

CONFIDENCE

STRATEGY

The BuildHER Experience

SEEN. CHALLENGED. EQUIPPED. CONNECTED.

BUILDING THE FOUNDATION

Build confidence and leadership presence

Strengthen communication and influence

Navigate growth and transitions

Lead with clarity and authenticity

THE ENERGY OF THE ROOM

Supportive and collaborative

Honest and reflective

Action-oriented

Community-driven

The BuildHER Audience



WHO THEY ARE

- **ENTRY TO MID-LEVEL PROFESSIONALS**
- **EMERGING HIGH-POTENTIAL LEARNERS**
- **ENTREPRENEURS AND BUSINESS OWNERS**

INDUSTRIES

- **FINANCE**
- **HEALTHCARE**
- **ENERGY**
- **HIGHER EDUCATION**
- **MANUFACTURING**
- **PROFESSIONAL SERVICES**

WHAT THEY WANT

- **CLEAR DIRECTION FOR THEIR NEXT STEP**
- **CONFIDENCE IN LEADERSHIP SPACES**
- **PRACTICAL, REAL-WORLD STRATEGIES**

Blueprint Sponsorship Packages

We are seeking corporate partners who are committed to investing in women's leadership and want to connect with a talented, motivated audience of professionals across industries. Our Blueprint Packages are designed for partners who want to be foundational to the success of our event. These are all-encompassing, high-visibility tiers that place your brand at the core of the conference infrastructure. Just as a blueprint guides every phase of a build, these sponsors guide the attendee experience from start to finish.

SKYLINE SPONSOR (1) \$5,000

- Exclusive recognition as Skyline Presenting Sponsor of BuildHER on all materials
- Opportunity to give brief welcome remarks (2-3 minutes)
- Logo featured prominently on event signage, website, and marketing
- Featured spotlight in pre-event email and social media
- Reserved seats (Up to 6 attendees)
- Option to include branded item in attendee swag bag
- Option to have a table in the marketplace
- Verbal recognition during opening and closing
- Full page advertisement in the program

BEST FOR: A COMPANY THAT WANTS TOP VISIBILITY AND ALIGNMENT WITH WOMEN'S LEADERSHIP

GOLD SPONSOR (3) \$2,500

- Logo on event materials and website
- Recognition in marketing emails and social media
- Complimentary registrations (Up to 4)
- Option to include branded item in attendee materials
- Option to have a table in the marketplace
- Verbal recognition during the event
- Half page advertisement in the program

BEST FOR: ORGANIZATIONS WANTING STRONG VISIBILITY AND RECRUITING/BRANDING PRESENCE

SILVER SPONSOR (5) \$1,250

- Logo on event website and select print materials
- Up to 3 complimentary registrations
- Option to provide promotional materials
- Option to have a table in the marketplace
- Group recognition during event
- Business card size advertisement in the program

BEST FOR: LOCAL ORGANIZATIONS WANTING TO SUPPORT AND BE VISIBLE

MARKETPLACE VENDOR (9) \$250

- Dedicated vendor table to showcase and sell products or services
- Logo on event website
- Option to provide promotional materials
- Group recognition during event

BEST FOR: LOCAL MAKERS & SERVICE PROVIDERS TO SELL PRODUCTS & ENGAGE DIRECTLY WITH THE COMMUNITY.

COMMUNITY SPONSOR (7) \$150

- Name listed on website and program
- 1 complimentary registration
- Option to provide promotional materials
- Shared recognition slide during event

BEST FOR: SMALL BUSINESSES, NON-PROFITS, OR INDIVIDUALS WHO WANT TO SUPPORT THE MISSION

Tool Belt Sponsorship Items

"DON'T NEED A FULL BLUEPRINT? PICK FROM OUR TOOL BELT TO FIND THE SPECIFIC IMPACT THAT FITS YOUR BRAND. NOT EVERY BRAND NEEDS TO OWN THE WHOLE SITE TO MAKE A MASSIVE IMPACT. OUR TOOL BELT ITEMS ARE SPECIALIZED, "A LA CARTE" SPONSORSHIP OPPORTUNITIES THAT ALLOW YOU TO "HAND-PICK" THE SPECIFIC MOMENTS WHERE YOU WANT YOUR BRAND TO SHINE.

PROGRAM ADS

- Full Page Advertisement
- Half Page Advertisement
- Business Card Advertisement

Price \$100
Price \$75
Price \$50

SWAG BAG

- Inclusion of swag item in our attendee swag bag, you provide the item

Price \$125
+ 300
Swag Items

LANYARD SPONSOR

- Secure the most visible "walking billboard" by placing your brand at eye-level on every attendee's official conference lanyard. Your logo will be featured alongside UNC Charlotte and BuildHER, ensuring 100% reach and constant exposure from the first check-in to the final wrap-up, and beyond.

Price \$850

BREAKFAST SPONSOR

- Start the day by powering our crew as they fuel up for a full schedule of building and connection. Your brand will be one of the first things attendees see with prominent signage at the catering stations and a dedicated shout-out to kick off the morning session.

Price \$4,500

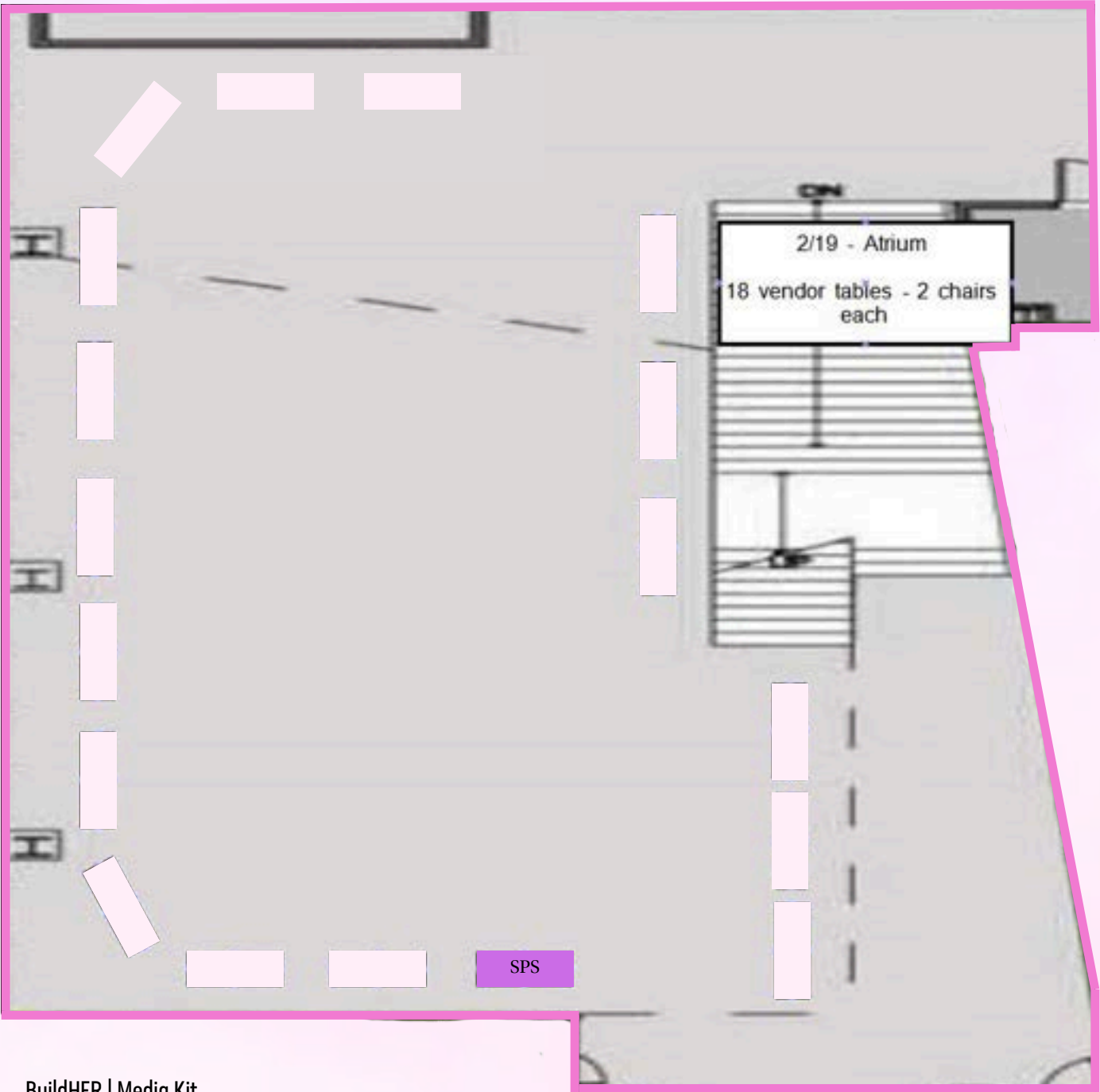
HEAD SHOT SPONSOR

- Help our attendees frame their future by sponsoring the high-traffic lounge where they can receive professional, updated headshots for their career portfolios. Your brand will be the exclusive "site lead" for this popular destination, receiving prominent signage and the lasting gratitude of women building their professional brands.

Price \$500

BuildHER Marketplace Floor Plan

THE BUILDHER MARKETPLACE IS STRATEGICALLY PLACED IN THE DUBOIS CENTER SECOND FLOOR ATRIUM. THIS LAYOUT IS DESIGNED TO MAXIMIZE ENGAGEMENT DURING HIGH-TRAFFIC INTERVALS, SUCH AS THE NETWORKING BREAK AND SHOPPING SESSIONS.



BuildHER Run of Show

7:30 - 8:00 AM: Vendor Check-In & Set Up

8:00 - 8:30 AM: Registration & Networking Breakfast

Light breakfast and coffee while attendees connect. Table prompts encourage meaningful conversation such as leadership challenges, next career goals, and skills participants want to develop.

8:30 - 8:40 AM: Welcome & Opening Remarks

Opening from a university leader or conference host. Frame the importance of advancing women in leadership and outline what participants will gain during the morning.

8:40 - 9:10 AM: Keynote presented by UNC Charlotte Chancellor Sharon Gaber

Focus on the shift from operational excellence to strategic leadership. Topics may include executive presence, influence in decision-making spaces, and common barriers women face in advancing their careers.

9:10 - 9:30 AM: Networking Break and BuildHER Marketplace in Atrium

Short refresh break allowing participants to connect and reflect on keynote insights. Shopping time in the curated BuildHER Marketplace.

9:30 - 10:15 AM: Work Site Break Out Sessions

Interactive workshop covering topics such as managing up, handling difficult conversations, advocating for resources, and communicating with authority.

- **Session 1:**
 - **Speaker:** Karri Kennedy **Topic:** Handling difficult conversations
- **Session 2:**
 - **Speaker:** Mary Smith **Topic:** Communicating with authority
- **Session 3:**
 - **Speaker:** Alvarys Santana Chisholm **Topic:** No Permission Needed
- **Session 4:**
 - **Speaker:** TBD **Topic:** TBD
- **Session 5:**
 - **Speaker:** TBD **Topic:** TBD

10:15 - 10:35 AM: Networking Break and BuildHER Marketplace in Atrium

Short refresh break allowing participants to connect and reflect on Work Site insights. Shopping time in the curated BuildHER Marketplace.

10:35 - 11:20 AM: Executive Panel: Women Leading in Charlotte moderated by Elisabeth Thornton

Panel featuring women leaders from key regional industries such as finance, healthcare, energy, higher education, or professional services. Discussion topics include leadership transitions, visibility strategies, and lessons learned in advancing to executive roles.

11:20 - 11:35 AM: Networking Break and BuildHER Marketplace in Atrium

Short refresh break allowing participants to connect and reflect on Executive Panel insights. Shopping time in the curated BuildHER Marketplace.

11:35 AM - 12:05 PM: Overcoming Imposter Syndrome presented by Amy Wartham

Many high-achieving women experience moments of self-doubt, questioning whether they truly belong in leadership spaces. This session explores the roots of imposter syndrome and how it shows up in the workplace, especially during career transitions and leadership growth.

12:05 - 12:30 PM: Closing & Next Steps

Summary of key insights and introduction to the university's leadership certificate program with an attendee-only enrollment opportunity. Final shopping time in the curated BuildHER Marketplace.

BuildHER

Main Stage Speakers

Dr. Sharon L. Gaber

Chancellor, UNC Charlotte

A trailblazer in higher education, Dr. Sharon L. Gaber is widely recognized for her visionary leadership and commitment to innovation. As the first woman to serve as Chancellor of UNC Charlotte, she has helped propel the University's rapid rise.

Under her leadership, UNC Charlotte has earned the prestigious Carnegie R1 research designation and has been established as North Carolina's most innovative public institution.



Keynote Speaker



*Overcoming
Imposter Syndrome*

Amy Wartham

Director of Corporate Training and Executive Education, UNC Charlotte

Amy Wartham is a distinguished leader in professional development and a powerful voice for workforce empowerment. With over 25 years of experience in high-impact leadership training, she specializes in helping individuals and organizations navigate the evolving landscape of the modern business world.

As the Director of Corporate Training and Executive Education at UNC Charlotte, Amy is at the forefront of shaping the next generation of professionals. Her career has been defined by a commitment to excellence and a passion for helping women ascend to new heights in their professional journeys.

BuildHER

Work Site Speakers



Karri Kennedy

Senior Director, Program Management and Learner Engagement,
UNC Charlotte - Digital & Professional Learning

HANDLING DIFFICULT CONVERSATIONS



Mary Smith

Director of Student Services and Academic Counseling,
Rowan-Salisbury Schools

COMMUNICATING WITH AUTHORITY



Alvarys Santana Chisholm

President,
AS Strategy

NO PERMISSION NEEDED

Speakers for the "Work Site" breakout rooms should bring real-world case studies that illustrate how to navigate organizational hierarchies and advocate for essential resources within a professional environment. They should be prepared to offer actionable frameworks for handling high-stakes conversations and "managing up" with confidence and strategic clarity. By sharing personal insights on communicating with authority, these leaders will help participants bridge the gap between theoretical leadership concepts and everyday workplace application.



Could Be You

TBA



Could Be You

TBA

BuildHER Executive Panel Speakers



Elisabeth Thornton
MODERATOR



Karen Calder
Executive Director,
Classroom Central



Kimberley Dayton
Vice President of Operations,
Intake Solutions of America



Monet Means
Sr. Organizational Development Partner,
Electrolux



Beth Morrison-North
Executive Director,
Rebuilding Together of Greater Charlotte

Panelists for this session should bring a wealth of lived experience regarding the nuances of leadership transitions and the specific visibility strategies required to excel within Charlotte's competitive industrial landscape. They are expected to provide candid reflections on the lessons learned while ascending to executive roles, offering a roadmap for balancing high-level decision-making with authentic professional presence. By sharing these perspectives from many backgrounds including finance to healthcare, the panel will equip aspiring leaders with the wisdom needed to navigate the final rungs of the corporate ladder.

Contact Information

FOR MORE INFORMATION ON THE BUILDHER: BUILDING BOLDER FOUNDATIONS CONFERENCE PLEASE REACH OUT TO:



DAYLE JANUS

EMAIL: DNSUMMER@CHARLOTTE.EDU

PHONE: (704) 687-5403

About UNC Charlotte School of Professional Studies

The UNC Charlotte School of Professional Studies serves as the University's gateway for adult learners seeking to strengthen their professional impact. With a portfolio ranging from industry-recognized certifications to specialized licensure prep the School offers flexible learning formats designed to fit the lives of busy professionals. Through strategic partnerships and a commitment to regional economic growth, the School of Professional Studies ensures that Charlotte's workforce remains competitive, innovative, and prepared for the future of work.