

# WEL 2025 SIGNATURE EVENT: A VIEW FROM THE TOP

Join Us for an Engaging and Empowering  
**MUST-ATTEND CEO PANEL EVENT!**

Meet Our Panel of Distinguished Leaders



**Rita Case**

President, CEO and Owner  
Rick Case Automotive Group



**Andrew Koenig**

CEO  
City Furniture



**Tom Walrond**

President  
Raymond James & Associates



**Lisa Lutoff-Perlo**

Board Member, Best Selling  
Author & Keynote Speaker



**REGISTER NOW**  
NOVEMBER 4TH | DCOTA

Signature Sponsor



Annual Partners



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Management®



**ASK ABOUT OTHER PARTNER AND SPONSOR OPPORTUNITIES**



EMPOWERING WOMEN FOR EXECUTIVE & BOARD LEADERSHIP

ADVOCATE | EDUCATE | CONNECT

# WHO WE ARE

**Women Executive Leadership (WEL)** promotes and enables increasing balance on corporate boards and in executive suites through advocating, educating, and connecting accomplished leaders.

Our mission is to promote and enable increasing **BALANCE** on **CORPORATE BOARDS** and in **EXECUTIVE SUITES** through **ADVOCATING**, **EDUCATING** and **CONNECTING ACCOMPLISHED LEADERS**.

## ABOUT OUR SIGNATURE EVENT

**GET READY FOR A PROVOCATIVE, ILLUMINATING, “VIEW FROM THE TOP” DISCUSSION!**

You will be immersed in how leaders are looking at, leveraging, and inspiring their teams, related to today’s key topics and opportunities.

**OUR PANEL FEATURES THESE DISTINGUISHED LEADERS:** **Rita Case**, CEO, Rick Case Automotive; **Andrew Koenig**, CEO, City Furniture; **Tom Walrond**, President, Raymond James; with **Lisa Lutoff-Perlo**, former CEO of Celebrity Cruises and current director on the boards of AutoNation, Hornblower Group, and Amerant Bank, serving as moderator.



Rita Case | Bio



Andrew Koenig | Bio



Tom Walrond | Bio



Lisa Lutoff-Perlo | Bio

**A VIEW FROM THE TOP | NOVEMBER 4, 2025 | 5:30-8:00 PM**

Networking reception from 5:30–6:30pm

Moderated panel discussion beginning at 6:45pm

**DESIGN CENTER OF THE AMERICAS (DCOTA)**

1855 Griffin Rd  
Dania Beach, FL 33004

**REGISTER NOW**

**FLORIDA DIAMOND MEMBERS: \$75.00 | SAPPHIRE MEMBERS: \$100.00 | GUESTS: \$125.00**

# SPONSORSHIP OPPORTUNITIES

STEP INTO THE SPOTLIGHT AS A WEL SIGNATURE EVENT SPONSOR!

## SIGNATURE SPONSOR – \$5,000

- Recognition as **Signature Sponsor** of the Signature Event with industry exclusivity
- Opportunity to deliver a 3-minute welcome toast to attendees
- Premium logo placement on event invitations, and signage
- Ten (10) complimentary invitations for sponsor representatives
- Featured profile in post-event communication to attendees
- Recognition on event website, and social media
- Featured recognition in event recap communications
- Sponsor Spotlight in WEL Newsletter

## PREMIER SPONSOR – \$3,000

- Recognition as **Premier Sponsor** of the Signature Event
- Logo featured on event invitations, and signage
- Eight (8) complimentary invitations for sponsor representatives
- Acknowledgment during program remarks
- Recognition on event website and social media
- Recognition in event recap communications

## BAR SPONSOR – \$1,500

- Recognition as exclusive **Bar Sponsor** of the Signature Event
- Logo included on event invitations and signage
- Logo included on bar signage
- Six (6) complimentary invitations for sponsor representatives
- Recognition on event website and social media
- Recognition in event recap communications

## IMPACT SPONSOR – \$1,000

- Recognition as an **Impact Sponsor** of the Signature Event
- Logo included on signage
- Four (4) complimentary invitations for sponsor representatives
- Recognition on event website and social media
- Recognition in event recap communications

## COMMUNITY SPONSOR – \$500

- Recognition as a **Community Sponsor** of the Signature Event
- Name included on signage
- Two (2) complimentary invitations for sponsor representatives
- Recognition on event website and social media
- Recognition in event recap communications

CONTACT COMMITTEE CHAIR, AMELIA WATERS  
[PARTNERSHIPS@WELFLORIDA.ORG](mailto:PARTNERSHIPS@WELFLORIDA.ORG)



# EXPLORE ANNUAL PARTNERSHIP OPPORTUNITIES

Join our community of forward-thinking organizations to support qualified women leaders as they grow, excel and flourish from executive roles to the C-Suite and into the Boardroom.

## **Partner** with WEL AND **Lead the Way** in **Women's Leadership**

By aligning your brand's values with WEL's, your name will become synonymous with the support of progress, connection and empowerment in women leadership.

- Brand and Media Exposure
- Connect to WEL's Unique Community of Leaders and Businesses
- Speaking Opportunities
- Inside Track to Recruit Top Talent
- Display Commitment to Gender Balance and Elevating Accomplished Women Leaders
- Enhance Your Corporate Culture

Learn more about our partnership packages: [welflorida.org/partnerships/](http://welflorida.org/partnerships/)

## OUR ANNUAL PARTNERS

PLATINUM



**Crowe**

GOLD



SILVER



**CONTACT COMMITTEE CHAIR, AMELIA WATERS**  
**[PARTNERSHIPS@WELFLORIDA.ORG](mailto:PARTNERSHIPS@WELFLORIDA.ORG)**

# WEL Florida Annual Partnership Packages

PROMOTIONAL / MARKETING	Silver \$5,000	Gold \$10,000	Platinum \$20,000
Featured on WEL website	✓	✓	✓
Partner logo displayed at events	✓	✓	✓
Partner promotional materials distributed at signature events	✓	✓	✓
Partner announcement and recognition on WEL's LinkedIn and Facebook	✓	✓	✓
Feature in the WEL newsletter		✓	✓
Platinum Partner's banner displayed at quarterly events			✓
Industry exclusivity			✓
THOUGHT LEADERSHIP			
Presenter and panelist opportunities	✓	✓	✓
Speaking opportunities		✓	✓
Access to LeaderBoard events and opportunities			✓
Advisory Board member			✓
EVENTS			
Exclusive Partner/Member Events	✓	✓	✓
Preferred event pricing for employees	✓	✓	✓
10-top table at annual event & VIP Reception		✓	✓
Exclusive Platinum Partner and Diamond Individual Member Events			✓
Opportunity to hold event on your corporate site			✓
MEMBERSHIP AND OTHER			
Annual (Sapphire) Membership to be used by Partner or gifted to outside organization	1	3	5
One complimentary Board-Readiness Bootcamp			✓
<b>Discount on purchases of Diamond memberships.</b>	15%	20%	25%



## WHO ARE WEL MEMBERS?

WEL members are dynamic Florida executives leading the way in their industries — from rising Directors to influential Board Members. They are decision-makers, changemakers, and trailblazers committed to advancing their leadership, expanding their influence, and shaping the future of business. As a WEL member, you're not just part of a network — you're part of a movement empowering leaders to thrive at the highest levels.

## MEMBERSHIP OPPORTUNITIES

### FLORIDA DIAMOND OR SAPPHIRE TWO POWERFUL PATHS. ONE GOAL: YOUR SUCCESS.

Unlock new opportunities, expand your influence, and accelerate your path to leadership with the power of a **Florida Diamond or Sapphire (fka Charter) Membership**. Designed to **support your success as a leader**, these exclusive memberships provide the knowledge, connections, and insights needed to **rise to the C-Suite and Boardroom**. Through dynamic **educational programs, thought-provoking discussions, and access to a network of accomplished leaders**, you'll gain the tools and relationships that empower you to lead with confidence and impact.

### WELCOME TO FLORIDA DIAMOND: ELEVATING EXECUTIVE WOMEN IN FLORIDA

Florida Diamond is an exclusive membership program co-created by Athena Alliance and Women Executive Leadership (WEL) to provide unparalleled access to coaching, learning, networking, and executive opportunities for women leaders across Florida. By joining Florida Diamond, you gain the best of both organizations — Athena's globally recognized leadership platform and WEL's deeply rooted Florida network — empowering you to achieve your professional ambitions at the highest levels.

**CONTACT COMMITTEE CHAIR, JESSICA PAVLIK**  
**[MEMBERSHIP@WELFLORIDA.ORG](mailto:MEMBERSHIP@WELFLORIDA.ORG)**

**WE LOOK FORWARD TO CONNECTING AT  
OUR 2025 ANNUAL SIGNATURE EVENT!**

**THANK YOU TO OUR FIRST  
SIGNATURE SPONSOR**



**Join Mercer as a Sponsor of  
Our Must-Attend  
2025 WEL Signature Event!**

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