



## CORPORATE SPONSORSHIP OPPORTUNITIES





## THE OPPORTUNITY



Of the nearly **1.5 million** housekeeping cleaners, **89.6%** are women and yet only **39.9%** of women are first-line supervisors of housekeeping and janitorial cleaners.



In the U.S., women earn almost **60%** of undergraduate degrees, yet they make up only **14.6%** of executive officers.



It has been reported that women apply for a job or promotion if they have **100%** of the required skills whereas their male counterparts will apply when they have **60%** of the necessary skills.



A study found **74%** of women in junior or middle manager level positions aspire to reach senior or executive leadership ranks within their organization, but **nearly half** of women surveyed find it challenging to reach these positions or receive promotions.



Employee retention is a challenge for nearly every business, but within the cleaning industry alone, the annual turnover rate is approximately **300%**.



**Sixty-seven percent** of women rate mentorship as highly important in career advancement, but **63%** report they've never had a mentor.



**Over half** (57%) of employees think their company should be doing more to increase diversity among its workforce.



## OUR SOLUTION

The ISSA Hygieia Network is an ISSA Charities signature program dedicated to the advancement and retention of women in the cleaning industry. Led by several female executives, the Hygieia Council is on a mission to provide the necessary programs, tools and support that enable all women in the cleaning industry to accelerate their careers and achieve their full potential.

To date, Hygieia has created numerous programs and initiatives aimed at helping women thrive in the industry, including:

- An Online Mentoring Program** – Hygieia’s free mentoring program connects new female employees or those trying to advance their careers with experienced mentors and industry leaders to provide professional guidance and advice. Considering that 25% of employees who participate in a formal mentoring program earn a salary grade change and are five times more likely to get promoted, Hygieia’s mentoring program aims to help women succeed at all levels. Mentoring has also been shown to help increase employee morale and retention rates, while also helping workers achieve higher leadership positions and salaries.
- An Annual Award Ceremony** - Hygieia’s award ceremony is held in conjunction with the ISSA Show North America. The formal event invites all industry members to celebrate and recognize the people who prioritize the advancement of women in the workplace.
- The “Invisible Heroes” Book** – In 2017, Hygieia published its first book, “Invisible Heroes: The Inspirational Stories of 23 Women (And 1 Man) Who Clean Our World,” to shine a spotlight on industry leaders and cleaners making a difference.
- A Scholarship Program** – Hygieia’s annual scholarship helps young professionals focus on their education while also introducing them to the numerous opportunities within the global JanSan industry.

Moving forward, Hygieia aims to provide more opportunities for women to advance their careers and your support is vital in making these goals a reality.

- Hiring a Full-Time Project Manager** – As Hygieia expands its Council and Advisory Board, it expands its reach and requires a full-time project manager to help support and drive Hygieia’s current and future initiatives.
- Hosting Regional Networking Events** – Starting in 2020, Hygieia will host local networking events for women across the country, connecting industry professionals with new employees and recruits.
- Providing Certified Training and Development Programs** – With a laser-focus on providing the educational tools needed to advance in the workplace, Hygieia plans to provide online certification training and leadership development programs for companies and individual employees to utilize.





## WHY YOU SHOULD GET INVOLVED

As a corporate sponsor of the Hygieia Network, **100%** of your donation contributes to our necessary operating funds, including running our formal mentoring program that remains free to members, helping host our annual networking and award events and funding our scholarship program. Sponsorship also allows Hygieia to hire a full-time project manager to help support and expand Hygieia's initiatives, fundraising efforts, and reach. To continue our mission in helping advance and retain women in the industry, **we ask for your support.**

As a sponsor of the ISSA Hygieia Network, you will be an industry leader in diversity and inclusion and champion for women. Companies with more diverse management teams have **19%** higher revenue, and organizations with women holding at least **30%** of leadership roles are **1.4 times** more likely to have sustained, profitable growth.

By supporting Hygieia, you can help advance women at all levels and create a more diverse, inclusive and welcoming industry. **Your contribution is crucial to this cause.**



## SPONSORSHIP LEVELS & BENEFITS

All Sponsorship levels request a three-year commitment



### **Bronze** (\$5,000 – \$10,000)

- Use of ISSA Hygieia Network logo on promotional materials
- High profile brand visibility at Hygieia's annual award ceremony
  - Sponsor's logo featured on introductory slide, event materials and table tent
- A wall plaque in honor of donation





### **Silver (\$10,001- \$20,000)**

- Use of ISSA Hygieia Network logo on promotional materials
- High profile brand visibility at Hygieia’s annual award ceremony
  - Sponsor’s logo featured on introductory slide, event materials and table tent
- A wall plaque in honor of donation
- Receive a “Thank You” on Hygieia’s social media profiles
- A profile article in an ISSA publication
- Other recognition/branding opportunities available, such as “Proud Partner of the ISSA Hygieia Network” booth banner



### **Gold (\$20,001 - \$35,000)**

- Use of ISSA Hygieia Network logo on promotional materials
- High profile brand visibility at Hygieia’s annual award ceremony
  - Sponsor’s logo featured on introductory slide, event materials and table tent
- A wall plaque in honor of donation
- Receive a “Thank You” on Hygieia’s social media profiles
- A profile and thought leadership article in ISSA publications (total of two)
- Other recognition/branding opportunities available, such as “Proud Partner of the ISSA Hygieia Network” booth banner
- A one-month banner ad on Hygieia’s website



### **Platinum (\$35,001 - 50,000+)**

- Use of ISSA Hygieia Network logo on promotional materials
- High profile brand visibility at Hygieia’s annual award ceremony
  - Sponsor’s logo featured on introductory slide, event materials and table tent
- A wall plaque in honor of donation
- Receive a “Thank You” on Hygieia’s social media profiles
- A profile and thought leadership article in ISSA publications (total of two)
- Other recognition/branding opportunities available, such as “Proud Partner of the ISSA Hygieia Network” booth banner
- A one-month banner ad on Hygieia’s website
- A press release announcing the donation to the media
- A newsletter ad banner to be featured in one of Hygieia’s e-newsletters
- Event signage at ISSA events
- Private use of Hygieia’s formal mentoring program for up to 1,000 employees

# Yes! I WOULD LIKE TO SPONSOR THE ISSA HYGIEIA NETWORK

Name of Company, Organization or Individual: \_\_\_\_\_

Company Name (as it should appear on all materials): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

State: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

## SPONSORSHIP LEVEL:

BRONZE

SILVER

GOLD

PLATINUM

OTHER

## Payment details

Check Enclosed

VISA

AMEX

Mastercard

Discover

Name: \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

Once complete, please scan and email this form to Hygieia at [sponsor@hygieianetwork.org](mailto:sponsor@hygieianetwork.org)

## Logo guidelines

Please email your logo as either a jpg, png or ai, eps vector to [sponsor@hygieianetwork.org](mailto:sponsor@hygieianetwork.org)

## Make check payable to:

ISSA Hygieia Network

## Advertising guidelines

For ad specs and to submit your advertisement, or to submit your profile article or thought leadership piece, please contact us at [sponsor@hygieianetwork.org](mailto:sponsor@hygieianetwork.org).

## Send payment and this form to:

ISSA Hygieia Network  
3300 Dundee Road  
Northbrook, IL 60062 US  
(847) 982-0800





# A SPECIAL THANK YOU TO OUR PREVIOUS SPONSORS

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## Platinum Sponsors



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## Gold Sponsors



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## Bronze Sponsors





**REFERENCES:** U.S. Department of Labor: <https://bit.ly/2lglDQ> | Center for American Progress: <https://ampr.gs/2i4eeR4> | Harvard Business Review: <https://bit.ly/1zZzB3B>  
Leaders & Daughters Global Survey, 2017: <https://bit.ly/2leoiEg> | Cleaning & Maintenance Management: <https://bit.ly/2M1h7Tu> | Chronus: <https://bit.ly/2CGlWqV>  
Boston Consulting Group: <https://on.bcg.com/2lozvP5> | Global Leadership Forecast 2018: <https://bit.ly/2oxjYEH>

[www.hygieianetwork.org](http://www.hygieianetwork.org)

