



ALLIANCE

— OF —

CHANNEL WOMEN

2021 SPONSORSHIP PACKAGE



A CALL FOR SPONSORSHIP

2020 is going to be a year we won't soon forget. This is the year that will remind us how TEAMWORK brought us together to achieve a common goal. Through the pandemic of Covid-19, we all learned how to adapt to a whole new way of living, learning and working.

Alliance of Channel Women has been by your side during these unprecedented times and we appreciate that you have done the same. Your generous support of ACW means so much to us as well as to our hundreds of members who represent 228 companies in our industry.

Looking forward to 2021, our steadfast commitment to our members and sponsors remain. We are thrilled to add a few new benefits to our sponsor package for 2021 to keep our programs fresh and valuable to sponsors and members alike. Thanks for all the feedback we got from our sponsors. Our programs are better for your collective input and support!

Your generous commitment to become a sponsor will make an impact on the professional growth and development of women who work in the Channel. ACW provides education, mentoring and leadership opportunities to revenue generating women in the information and communications technology (ICT) industries.

Our organization provides a forum where participants are encouraged to learn, grow and succeed. Aimed towards women who work in the channel, the group is founded on the mission to encourage each other in the pursuit of excellence, leadership and greater revenue.

With your help, your funds sponsor high quality educational programming and development programs for Alliance of Channel Women. Your meaningful contribution supports women in their pursuit of excellence.

Thank you for your continued partnership.

ADDITIONAL INFORMATION

Amy Bailey

ACW President
VP of Marketing, Telarus
801-892-0577
abailey@telarus.com

Lorie Graber

Finance Chair
Telesystem Manager, Sales Operations
P: 610-355-9715
C: (609) 915-9616
billing@allianceofchannelwomen.org

Jasmina Muller

ACW Sponsorship Chair
Everbridge VP
North America Channel
714-642-5319
acwmuller@gmail.com
sponsorship@allianceofchannelwomen.org



ALLIANCE
OF
CHANNEL WOMEN

THANK YOU TO OUR SPONSORS

Diamond



Platinum



Gold



Silver



ALLIANCE
OF
CHANNEL WOMEN



We are the only networking group oriented towards women in revenue generating roles in the communications and IT space.



Our education teams provide topical programming oriented around helping our members achieve greater success.



Your sponsorship shows your organization's commitment to diversity. Your HR teams can use our logo in your recruitment efforts for as long as you are a sponsor.



Our sponsorship program puts you in front of some of the largest revenue producers in the industry!



ACW's growing membership has more than 343 paid members and companies, representing 228 companies and 5121 community subscribers. Your sponsorship puts your brand in front of this active community.



We conduct 10 conference calls/year and each one is an opportunity to promote your organization.



We hold two semi-annual networking and enrichment events with industry thought leaders and a growing number of local events, all with opportunities to promote your brand.



We offer a robust blogging and messaging platform for our top tier sponsors.



BENEFITS

ANNUAL

	DIAMOND	PLATINUM	GOLD	SILVER
Logo on the Alliance of Channel Women website	✓	✓	✓	✓
Alliance of Channel Women Digital Sponsor Badge	✓	✓	✓	✓
Website Ad on the ACW website (1 continuous ad – can change every quarter)	✓	✓		
Sponsor Spotlight (Live Q&A webinar with Sponsorship team or other ACW Board member)	2	2		
Sponsor Spotlight (Q&A content provided in email format and then social media blast)			2	
Sponsor Spotlight (Game Show Style)	1	1	1	1
Contribute to the blog on the ACW website (Women oriented content)	12	6	4	2
ACE Leadership by Influence (\$1,450 value) (Additional Participants Available for Purchase)	3 PARTICIPANTS	2 PARTICIPANTS	1 PARTICIPANT	
Sponsor a Local Event (choose one event to sponsor)	2	1		
New Memberships for 2020	10	8	4	2
Channel Partners (Spring Vegas Show) ACW Networking Event Tickets (men welcome)	10	8	4	2
Channel Partners Evolution (Fall Show) ACW Networking Event Tickets (men welcome)	10	8	4	2
Event Recognition	✓	✓	✓	✓
Reserved Table at Networking Event (guaranteed table for 4, may be larger depending on venue)	✓	✓		
Rapid fire sponsor panel during the Alliance of Channel Women Networking Event.	✓			
Introduction during the Alliance of Channel Women Networking Event.		✓		
Pop Up Signage at Event (provided by sponsor)	✓	✓	✓	✓
Branded Promotional Items at Event (provided by sponsor - you must send someone to stuff bags)	✓	✓	✓	✓
Branded Slides (sponsor provided content during the cocktail reception)	✓	✓		
Raffle Sponsor (sponsor provided item for raffle)	✓	✓	✓	✓
Press release distributed across wire	✓	✓		
Press release template	✓	✓	✓	✓
	\$12,500	\$10,000	\$6,500	\$3,000

OTHER

Host a Local Event	Small market events are \$750 and large market events are \$1,500.
Sponsor a Partner to attend ACE Training	Pay \$995 and our Awards Committee will select a partner to attend ACE training on your sponsorship.



Authentic Leadership, Collaboration, and Empowerment

AchieveUnite, an established, innovative partner advisory company that helps generate maximum results from their channel and alliance organizations, is partnering with ACW to bring to you **ACE Leadership by Influence**. This uniquely designed virtual leadership program delivers high quality professional development that covers several key areas, including adaptive leadership, enhancing your channel expertise and inspiring others to action. These peer to peer learning sessions will enable you to learn from others and empower you to grow as a professional channel leader and mentor. The ACE program was developed by women experts in the Channel and Leadership industries with a combined 75+ years of experience.

AchieveUnite is an SBA Certified woman-owned business headquartered in Alexandria, VA.

ACE LEADERSHIP BY INFLUENCE PROGRAM OFFERING FOR ALLIANCE OF CHANNEL WOMEN SPONSORS:

- ACE is a continuing education program focused on a variety of leadership topics offered by Achieve Unite.
- ACE Leadership by Influence offerings provide flexibility for everyone depending on where each woman is in their career and leadership development:
 - ACE Business: 1:12 ratio. 8-week 90-minute sessions each week, that is facilitated by a channel leader. Access to IAG during that session is included in the price.
 - We recognize 'life happens,' so all sessions will be recorded if someone has to miss a session; they can listen to it after the fact.



ALLIANCE
— OF —
CHANNEL WOMEN



ALLIANCE
— OF —
CHANNEL WOMEN