



Sponsorship Package

A call for sponsorship

Your generous commitment to become a sponsor will make an impact on the professional growth and development of women in the channel. With more than 2500 women participating in our community, and 320 paid members representing 85 companies, we provide 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 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 women in the channel. Your meaningful contribution supports women in their pursuit of excellence.

For additional information, please email sponsorship@womeninthechannel.org or contact:

Rebecca Rosen
Sponsorship Chair
President, Sales Enabled
p: 213-798-4002
e: rebecca.rosen@salesenabled.com

Hilary Gadda
President, WiC
Director, TelePacific
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Join Past and Present Sponsors



What attendees have to say about our events:

I was so impressed with this event in every way. I am already looking forward to next year.

The format, location, speakers, and overall event were fantastic! I would recommend it to any woman in the channel that wants to be inspired and network with peers.

I have already noticed a change in my approach at work and it has also been noted by others!

I constantly refer to the notes I made and I hope these hints and tips will serve me for a long time to come.

Issues facing women in high tech are addressed in the open and discussed in a healthy way.

How great to hear from and spend time with strong, successful, happy women in our industry. So inspiring!

This is definitely the place to see and be seen for Women in the Channel! An opportunity to learn and grow with peers on topics that are important to our industry.

When you become a sponsor, you join a community of bold companies that share our vision of helping women achieve greater success through collaboration, growth and support. Together, we're fueling the development of women in revenue generating channel roles - making a big impact - and if you join us, you can too.

We invite you to be a part of the various sponsorship and marketing opportunities Women in the Channel has to offer throughout the year. It is a tremendous opportunity to build brand loyalty, attract new channel partners and showcase your commitment to women in our community - more than 2500 women leaders and future leaders in our industry.

WiC Sponsorship Packages

Benefits	Diamond	Platinum	Gold	Silver
Annual				
Logo on WiC website	✓	✓	✓	✓
WiC Digital Sponsor Badge	✓	✓	✓	✓
Website Ad on womeninthechannel.com (2 ads for 2 months or 1 ad for 4 months)	✓	✓	-	-
Sponsor Spotlight (Q&A sponsor contributed content)	2	1	-	-
Contribute to the WiC Blog on womeninthechannel.com (Women oriented content in ICT)	12	6	4	2
Press release distributed across wire	✓	✓	-	-
Press release template	✓	✓	✓	✓
Networking Event				
Channel Partners Women in the Channel Networking Event Tickets (men invited to networking portion only)	4	4	2	2 tickets to one show
Cloud Partners Women in the Channel Networking Event Tickets (men invited to networking portion only)	4	4	2	
Event Recognition	✓	✓	✓	✓
Reserved Table for 4 at Networking Event	✓	✓	-	-
2 Minute Presentation at Cloud Partners or Channel Partners at the Beginning of the Education Session	✓		-	-
Rapid fire sponsor panel and/or speaker introduction during the WIC Networking Event (dictated by the event)	✓	✓	✓	
Pop Up Signage at Event (provided by sponsor)	✓	✓	✓	✓
Branded Promotional Items at Event (provided by sponsor)	✓	✓	✓	✓
Branded Slides (sponsor provided content during the cocktail reception)	✓	✓		
¹ Participation Fee	\$10,000	\$7,500	\$5,000	\$2,500

Event Sponsorship (per event)		
Table Sponsor	Logo on table, event recognition and logo on slide deck and website, reserved table for 4	\$500
Raffle Sponsor	Gift cards purchased for raffles throughout the evening, sponsors name will be recognized	\$1000

Other Sponsorship		
Conference Call Sponsor	Two-minute presentation at front of call with branded slides	\$500 per call
Newsletter Sponsor	Prominent imagery displayed in monthly newsletter with links to your content.	\$750 per newsletter
Website Advertising	Display your brand on the Women in the Channel Website and link back to your landing pages	\$250 per month
Regional Events	Host a regional Women in the Channel Networking Event – talk to us to learn more.	

¹Contributions or gifts to Women in the Channel are not tax deductible as charitable contributions.



Sponsorship Agreement | Acceptance and Payment

Please complete, sign and return this Agreement with your full payment to Women in the Channel, c/o **Women in the Channel, 1551 N. Tustin Ave, Suite 960, Santa Ana, California 92707.**

Upon acceptance by Women in the Channel a file copy will be returned for your records.

We, the undersigned (hereafter referred to as "Sponsor"), hereby agree to be a sponsor in the **Women in the Channel** as indicated in the Sponsorship Package.

Company Name:	_____	Date:	_____
Sales Contact:	_____	Sales Phone:	_____
Sales Email:	_____	Sales Fax:	_____
Street Address:	_____	City, State, Zip	_____
Show Coordinator:	_____	Coordinator Phone:	_____
Coordinator Email:	_____	Coordinator Fax:	_____
Event Name:	_____	Event Dates:	_____

Sponsorship Level: _____ **Sponsorship Fee¹:** _____

¹Contributions or gifts to Women in the Channel are not tax deductible as charitable contributions.

By providing your email address, you and your company agree to receive emails from Women in the Channel.

Signature designates that Sponsor has read, understands and agrees to the Terms and Conditions of this agreement.

<u>Sponsor</u>	<u>Women in the Channel</u>
Signature: _____	Signature: _____
Printed Name: _____	Printed Name: _____
Title: _____	Title: _____
Date: _____	Date: _____

Method of Payment

PayPal: This option allows you to pay by credit card. Please enter a **Bill To** name (person or company) and **Email Address** to which we will email a PayPal invoice. The invoice will reflect a total sponsorship pledge, plus a 3% PayPal processing fee.

Bill To: _____ **Email Address:** _____

Check (made payable to Women in the Channel)

For additional information and to process your payment you may contact:

Bitu Milanian | Women in the Channel Board Member, Finance Chair | e: billing@womeninthechannel.org

Rebecca Rosen | Women in the Channel Board Member, Sponsorship Chair | e: sponsorship@womeninthechannel.org

EIN: 45-3088814

Sponsorship Terms and Conditions

1. PAYMENT AND TERMS.

For sponsorships, payment is due upon execution of the agreement. Failure to pay in a timely manner may result in being turned away from the event. For advertising, the amount must be paid in full prior to publication. An official written agreement must be held between Women in the Channel (WiC) and the sponsoring firm. Payment must be made directly to WiC by the sponsoring firm stated in the agreement.

2. ELIGIBLE SPONSORS.

Sponsors will encompass those companies or other entities offering materials, products or services of specific interest to WiC members as determined by WiC in its sole discretion. WiC also reserves the right to determine the eligibility of any company specific marketing campaign before distribution. Only the company whose name appears on the face of this agreement may be placed in print and pre-outlined sponsorship recognition opportunities.

3. SUB-LEASING – SPONSORSHIP SHARING.

No sponsor shall reassign, sublet or share the whole or any part of the sponsorship parameter allotted to the contracting firm without written permission from WiC prior to the recognition opportunities taking action.

4. SPONSORSHIP PACKAGES.

Prices quoted include all items listed in the sponsorship proposal and signed agreement. These items could range from event specific, one time, recognition opportunities to long-term multi-media marketing targets.

5. CANCELLATION OF SPONSORSHIP.

In the event that written notification of intent to cancel is received at least 30 days prior to the event/publication, all sums paid will be refunded. No refunds will be made after this date unless the ad space or sponsorship is resold.

6. SIGNAGE.

WiC shall have full discretion and authority over the placing, arrangements, and appearance of all items displayed by sponsor, and may require the replacing, rearrangement, or redecorating of any item or of any sponsorship announcement, and no liability shall attach WiC for costs that may devolve upon the sponsor thereby.

7. ACCEPTABILITY OF ADS.

WiC reserves the right to refuse placement of any ad that it believes to be injurious to the purpose of the publication.

8. PHOTOGRAPHY/DISCLOSURE.

The photographic rights for the events sponsored or items the sponsoring company has agreed to be reserved to WiC. By signing the sponsoring agreement, the sponsor company agrees to distribution of the undersigned company in outlined contractual circumstances as well as liberal discretion of WiC to utilize photography of their event and sponsor company name and logo presence for all other purposes as WiC sees fit.

9. DAMAGE TO PROPERTY.

The sponsor is liable for any damage caused to building floors, walls or columns or to other sponsors and or property.

10. SPONSOR CONDUCT.

The distribution of samples, souvenirs, and publications, etc. may be conducted by the sponsor only with written approval of WiC. The sponsor shall conduct and operate its sponsorship (if a physical element exists) so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors and attendees. Any practice resulting in complaints from any other exhibitor, sponsor or any attendee, who in the opinion of WiC interferes with the rights others or exposes them to annoyance or danger, may be prohibited by WiC.

11. CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN SPONSORSHIP AGREEMENT.

In the event that the premises in which the event or outlined sponsorship initiative is or is to be conducted shall become, in the sole discretion of WiC, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of WiC under the agreement (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of WiC, said agreement and/or event or initiative (or any part thereof) may be terminated by WiC. WiC shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of WiC. If WiC terminates said agreement (or any part thereof) as aforesaid, then WiC may retain such part of a sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party.

For purposes hereof, the phrase "cause or causes not reasonably within the control of WiC" shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defense or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

12. LIMITATION OF LIABILITY.

The sponsor agrees to indemnify, defend and hold harmless WiC, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. WiC shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.

13. RESOLUTION OF DISPUTES.

In the Event of a dispute or disagreement between: the sponsor and WiC or between two or more sponsors; all interpretations of the rules governing the sponsorship agreement, actions, or decisions

concerning this dispute or disagreement by WiC intended to resolve the dispute or disagreement shall be binding on the sponsor.

14. AMENDMENT TO RULES.

Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of WiC. WiC shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

15. DEFAULT.

If the sponsor defaults in any of its obligations under this agreement or violates any of its obligations or covenants under this agreement, including without limitation any sponsorship Rule or Regulation promulgated pursuant to the agreement, WiC may, in addition to any other remedies provided for herein or otherwise available to WiC at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. WiC may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.

16. AGREEMENT TO RULES.

The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by WiC.

17. EXCLUSIVITY.

WiC events are offered to all potential sponsors without exclusivity. WiC has sole discretion as to any changes in the policy and will disclose those changes to any and all relevant sponsors prior to the sponsor agreement remittance.

18. ACCEPTANCE.

Once the sponsor signs the Sponsorship Agreement and returns it to WiC, all Rules and Regulations are officially in affect. This agreement shall not be binding until accepted by WiC.

<u>Sponsor</u>	<u>Women in the Channel</u>
Signature: _____	Signature: _____
Printed Name: _____	Printed Name: _____
Title: _____	Title: _____
Date: _____	Date: _____

Why sponsor women in the channel:

1. We are the only networking group oriented towards women in revenue generating roles in the communications and IT space.
2. Our education teams provide topical programming oriented around helping our members achieve greater success.
3. Our mentorship team pairs members with mentors for the objectives that they want to achieve.
4. Our outreach program extends into schools, other women's organizations and businesses. We are working to raise the next generation of female leaders in the channel.
5. Your sponsorship shows your organizations commitment to diversity. Your HR teams can use our logo in your recruitment efforts for as long as you are a sponsor.
6. Our sponsorship program puts you in front of some of the largest revenue producers in the industry!
7. Women in the Channel's growing membership has more than 320 paid members and companies, representing 85 companies and 2300+ LinkedIn group members. Your sponsorship puts your brand in front of this active community.
8. We conduct 12 conference calls/year and each one is an opportunity to promote your organization.
9. We hold 2 semi-annual networking and enrichment events with industry thought leaders and a growing number of local events, all with opportunities to promote your brand.
10. We offer a robust blogging and messaging platform for our top tier sponsors.



WOMEN
IN THE CHANNEL