



ALLIANCE
OF
CHANNEL WOMEN

2018 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 who work in the Channel. With more than 2500 women participating in our community, and 230 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 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.

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

Amy Bailey
Sponsorship Chair

VP of Marketing, Telarus
p: 801-892-0577
e: abailey@telarus.com

Rebecca Rosen
Alliance of Channel Women Vice
President
VP of Marketing, Broadvoice
p: 818-671-2953
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Stacy Conrad
Alliance of Channel Women
President
VP of Channel Sales, Fusion
p: 973.435.9100
e: sconrad@fusionconnect.com

Join Our 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 Alliance of Channel Women! 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 Alliance of Channel Women 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.

Alliance of Channel Women Sponsorship Packages

Benefits	Diamond	Platinum	Gold	Silver
Annual				
Logo on Alliance of Channel Women website	✓	✓	✓	✓
Alliance of Channel Women 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 Alliance of Channel Women Blog on allianceofchannelwomen.com (Women oriented content)	12	6	4	2
Press release distributed across wire	✓	✓	-	-
Press release template	✓	✓	✓	✓
Networking Event				
Channel Partners Alliance of Channel Women Networking Event Tickets (men invited to networking portion only)	4	4	2	2 tickets to one show
Cloud Partners Alliance of Channel Women Networking Event Tickets (men invited to networking portion only)	4	4	2	
Event Recognition	✓	✓	✓	✓
Reserved Table for 4 at Networking Event	✓	✓	-	-
Rapid fire sponsor panel and/or speaker introduction during the ALLIANCE OF CHANNEL WOMEN 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)	✓	✓		
Raffle Sponsor (sponsor provided item for raffle)	✓	✓	✓	✓
¹ Participation Fee	\$10,000	\$7,500	\$5,000	\$2,500

Event Sponsorship (per event)

Local Events	Host a regional Alliance of Channel Women Networking Event – talk to us to learn more.
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¹Contributions or gifts to Alliance of Channel Women are not tax deductible as charitable contributions.



Sponsorship Agreement | Acceptance and Payment

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

Upon acceptance by Alliance of Channel Women 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 Alliance of Channel Women 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 Alliance of Channel Women are not tax deductible as charitable contributions.

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

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

<u>Sponsor</u>	<u>Alliance of Channel Women</u>
Signature: _____	Signature: _____
Printed Name: _____	Printed Name: _____
Title: _____	Title: _____
Date: _____	Date: _____

Method of Payment

- Check (made payable to Alliance of Channel Women)
- ACH

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

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

Rebecca Rosen | Alliance of Channel Women Board Member, Vice President | e: billing@allianceofchannelwomen.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 Alliance of Channel Women (Alliance of Channel Women) and the sponsoring firm. Payment must be made directly to Alliance of Channel Women 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 Alliance of Channel Women members as determined by Alliance of Channel Women in its sole discretion. Alliance of Channel Women 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 Alliance of Channel Women 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.

Alliance of Channel Women 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 Alliance of Channel Women for costs that may devolve upon the sponsor thereby.

7. ACCEPTABILITY OF ADS.

Alliance of Channel Women 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 Alliance of Channel Women. 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 Alliance of Channel Women to utilize photography of their event and sponsor company name and logo presence for all other purposes as Alliance of Channel Women 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 Alliance of Channel Women. 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 Alliance of Channel Women interferes with the rights others or exposes them to annoyance or danger, may be prohibited by Alliance of Channel Women.

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 Alliance of Channel Women, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of Alliance of Channel Women 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 Alliance of Channel Women, said agreement and/or event or initiative (or any part thereof) may be terminated by Alliance of Channel Women. Alliance of Channel Women 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 Alliance of Channel Women. If Alliance of Channel Women terminates said agreement (or any part thereof) as aforesaid, then Alliance of Channel Women 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 Alliance of Channel Women" 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 Alliance of Channel Women, 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. Alliance of Channel Women 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 Alliance of Channel Women or between two or more sponsors; all interpretations of the rules governing the sponsorship agreement, actions, or decisions concerning this dispute or disagreement by Alliance of Channel Women 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 Alliance of Channel Women. Alliance of Channel Women 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, Alliance of Channel Women may, in addition to any other remedies provided for herein or otherwise available to Alliance of Channel Women at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. Alliance of Channel Women 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 Alliance of Channel Women.

17. EXCLUSIVITY.

Alliance of Channel Women events are offered to all potential sponsors without exclusivity. Alliance of Channel Women 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 Alliance of Channel Women, all Rules and Regulations are officially in affect. This agreement shall not be binding until accepted by Alliance of Channel Women.

<u>Sponsor</u>	<u>Alliance of Channel Women</u>
Signature: _____	Signature: _____
Printed Name: _____	Printed Name: _____
Title: _____	Title: _____
Date: _____	Date: _____

Why sponsor Alliance of Channel Women:

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. 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.
4. Our sponsorship program puts you in front of some of the largest revenue producers in the industry!
5. Alliance of Channel Women'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.
6. We conduct 12 conference calls/year and each one is an opportunity to promote your organization.
7. 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.
8. We offer a robust blogging and messaging platform for our top tier sponsors.



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