



ALLIANCE

— OF —

CHANNEL WOMEN

**2020 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 5121 women participating in our community, and 343 paid members representing 228 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.

## ADDITIONAL INFORMATION

### **Jasmina Muller**

ACW Sponsorship Chair  
8x8 Regional Vice President,  
Channel West  
714-642-5319  
jasmina.muller@8x8.com  
sponsorship@allianceofchannelwomen.org

### **Raquel Wiley**

Finance Chair  
TPx Sr. Channel Marketing Manager,  
Channel Partner Program  
P: 925-395-4027  
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rwiley@TPx.com  
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### **Amy Bailey**

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



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# THANKS TO OUR 2019 SPONSORS

## Diamond



## Platinum



## Gold



## Silver



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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	✓	✓	✓	✓
Sponsor Logo on Education Calls	✓	✓	✓	✓
Website Ad on the ACW website (1 continuous ad – can change every quarter)	✓	✓		
Sponsor Spotlight (Q&A sponsor contributed content)	2	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		
Job Posting on LinkedIn	12	6	4	2
New Memberships for 2020	10	8	4	2

## NETWORKING EVENT

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**

**\$6,000**

**\$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.



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