



ALLIANCE

— OF —

CHANNEL WOMEN

2022 SPONSORSHIP PACKAGE



A CALL FOR SPONSORSHIP

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 276 companies in our industry.

Looking forward to 2022, our steadfast commitment to our members and sponsors remain.

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

President of ACW

president@
allianceofchannelwomen.org

Lori Graber

Finance Chair
Telesystem Manager, Sales Operations
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Carolee Cannata

ACW Sponsorship Chair
Senior Content Manager,
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THANK YOU TO OUR SPONSORS

Diamond



Platinum



Gold



Silver





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 526 paid members and companies, representing 276 companies and 8,702 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	1
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 2021	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 Via PRWeb	✓	✓		
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.



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