



ALLIANCE
— OF —
CHANNEL WOMEN

2023 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 2023, 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
P: 610-355-9715
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Carolee Cannata

ACW Sponsorship Chair
Director of Partner Development,
GTT
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We are the only networking group oriented towards women in revenue generating roles in the communications and IT space.



ACW's alliance with education partners like AchieveUnite gives ACW members the opportunity to create value-driven, lifetime partnerships and drive transformational business results.



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

	Diamond	Platinum	Gold	Silver
ANNUAL				
Logo on the Alliance of Channel Women website	✓	✓	✓	✓
Alliance of Channel Women Digital Sponsor Badge	✓	✓	✓	✓
ACW Amplify Sponsor-provided video to be featured on Social Media and on ACW website	2	2		
Sponsor Spotlight (Q&A content provided in email format and then social media blast)			2	1
Website Ad on the ACW website (1 continuous ad – can change every quarter)	✓	✓		
Contribute to the blog on the ACW website (Women oriented content)	12	6	4	2
Participation in AchieveUnite Channel Leadership Programs (a \$2,650 per student/class value) *More info on following pages (Additional Participants Available for Purchase)	3 PARTICIPANTS	2 PARTICIPANTS	1 PARTICIPANT	
Sponsor a Partner to attend ACE Training (Pay \$995 and our Awards Committee will select a partner to attend ACE training on your sponsorship)	✓	✓	✓	✓
Sponsor a Local Event (choose one event to sponsor)	2	1		
New Memberships for 2023	12	10	6	4
Link to Sponsor Page on All Webinar & Event Postings	✓	✓	✓	✓
Annual Posting to ACW Job Board with ACW logo notation in the post	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
NETWORKING EVENT				
Channel Partners (Spring Vegas Show) ACW Networking Event Tickets (men welcome)	12	10	8	4
Channel Partners Evolution (Fall Show) ACW Networking Event Tickets (men welcome)	12	10	8	4
Event Recognition	✓	✓	✓	✓
Reserved Table at Networking Event (guaranteed table for 4, may be larger depending on venue)	✓	✓		
Premier VIP table location with shared sponsor table signage	✓	✓		
Exclusive VIP check in table for Sponsor and their Guests	✓			

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Benefits continued

	Diamond	Platinum	Gold	Silver
NETWORKING EVENT (CONTINUED)				
Introduction during the Alliance of Channel Women Networking Event	✓	✓		
VIP wrist band for added show benefits <small>TBD, depending on event</small>	✓			
Pop-up Signage at Event <small>(provided by sponsor)</small>	✓	✓	✓	✓
Pop-up Signage at Bar area	✓			
Thank you signage at general check in desk	✓	✓	✓	✓
Branded Promotional Items at Event <small>(provided by sponsor - you must send someone to stuff bags)</small>	✓	✓	✓	✓
Thank you signage at VIP check-in	✓			
Branded Slides <small>(sponsor provided content during the cocktail reception)</small>	✓	✓		
On site/at event video interview to be posted on social media	✓			
Raffle Sponsor <small>(sponsor provided item for raffle)</small>	✓	✓	✓	✓
Table Tent sign at food station	✓	✓		
Table Tent sign at dessert station	✓			
Table Tent sign with QR code on bar top <small>four spots available - determined by lottery</small>	✓			
Press Release Distributed Via PRWeb	✓	✓		
Press Release Template	✓	✓	✓	✓
Inclusion in events press release	✓	✓		
	\$15,000	\$12,500	\$8,500	\$5,500

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.



AchieveUnite Leadership Courses

The Alliance of Channel Women's partnership with AchieveUnite is a union of shared goals building leadership skills, management coaching, and empowering individuals to carve out their space in the channel ecosystem.

To that end, AchieveUnite offers three programs to our members* at a preferred ACW rate.

AchieveUnite offers a curriculum in three skills verticals:

ACE: Leadership by Influence Cohorts

8 sessions, one per week

April 27–June 15

11am-12:30pm ET

Thursdays

(Women only)

September 7–October 26

1-2:30pm ET

Tuesdays

(Women and Men)

Leading through Complexity: PQi Cohorts

6 sessions, one per week

March 14–April 18

1-2:30 ET

Tuesdays

(Women and Men)

May 4–June 8

1–2:30 pm ET

Thursdays

(Women and Men)

October 3–November 7

1-2:30 pm ET

Tuesdays

(Women and Men)

Channel Acceleration Bootcamp Cohorts

6 sessions, one per week

April 12–May 17

11-12:30 ET

Wednesdays

October 4–November 8

11-12:30 ET

Wednesdays

AchieveUnite makes every effort to accommodate schedules
but will not extend the ACW class availability beyond the 2023 sponsorship season.

* Available to Diamond, Platinum and Gold members only.



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