



ALLIANCE
— OF —
CHANNEL WOMEN

2024 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 300+ companies in our industry.

Looking forward to 2024, 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

ACW Finance Chair

billing@
allianceofchannelwomen.org

ACW Sponsorship Committee

sponsorship@
allianceofchannelwomen.org



We are the only networking group oriented toward 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 \$15,000	Platinum \$12,500	Gold \$8,500	Silver \$5,500
BRAND BUILDING				
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	1		
Sponsor Feature Sponsor-provided written feature posted to ACW social media accounts	4	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	✓	✓	✓	✓
New Memberships for 2024 New or renewing memberships	12	10	6	4
Link to Sponsor Page on All Webinar & Event Postings	✓	✓	✓	✓
Panelist on ACW Webinar Monthly Education Webinars, Keepin' It Real Episodes, etc.	2	1		
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

Note: Benefits may be subject to change.

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Benefits continued	Diamond	Platinum	Gold	Silver
Event Recognition	✓	✓	✓	✓
Access to Premier Reserved Seating	✓	✓		
Table Tent Thank You Signage	✓	✓		
Thank You Signage at Check-in Desk	✓	✓	✓	✓
Introduction during the Alliance of Channel Women Networking Event	✓	✓		
Branded Promotional Items at Event <small>Provided by sponsor - you must send someone to stuff bags</small>	✓	✓	✓	✓
Sponsorship Shoutout on Social for the Event	✓			
Branded Slides <small>Sponsor provided content during the cocktail reception</small>	✓	✓		
Thank You from ACW Speaker - Logos on Slide	✓	✓	✓	✓
Raffle Sponsor <small>Sponsor provided item for raffle</small>	✓	✓	✓	✓
Recognition in the Thank You Reel	✓	✓	✓	✓
Thank You Sponsor Graphic During the Cocktail Reception	✓	✓	✓	✓
Press Release Distributed Via PRWeb	✓	✓		
Inclusion in events press release	✓	✓		
LOCAL EVENTS				
Named Sponsor for Local Chapter Events of the Sponsor's Choosing	2	1		

Sponsorship Add-Ons

Only Purchasable with a Sponsorship

	Sponsorship	Available
Ice Breaker Sponsor (Logo on ACW Networking Event Ice Breaker Cards)	\$1,000	1
Photo Backdrop Sponsor	\$5,000	3
Swag Bag Sponsor Spring (Order Pre-printed Bags for the ACW Networking Event)	\$3,000	1
Swag Bag Sponsor Fall (Order Pre-printed Bags for the ACW Networking Event)	\$3,000	1

A la Carte Sponsorship

Open to Any Company

	Sponsorship
Sponsor ACW Spring Networking Event Only Diamond Level Benefits	\$10,000
Sponsor Fall Event Only Diamond Level Benefits	\$5,000
Host a Local Event ACW will share on social, use logo and approve content. The sponsor will cover all event costs.	\$3,000
Host a Local Event ACW will share on social, use logo and provide an ACW Speaker and signage. The sponsor will cover all event costs.	\$5,000
Quarterly Virtual Book Club Sponsor	\$2,000 (4 Available)

Note: Benefits may be subject to change.

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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

Course Schedule
TBD

ACE Leading Through Complexity

6 sessions, one per week

Course Schedule
TBD

PQI Quarterly Public Classes

Course Schedule
TBD

AchieveUnite makes every effort to accommodate schedules
but will not extend the ACW class availability beyond the 2024 sponsorship season.

* Available to Diamond, Platinum and Gold members only.



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