



ALLIANCE
OF
CHANNEL WOMEN



EMPOWERING
CHANNEL WOMEN

15 Years of Breaking Barriers

(and we're just getting started!)

2025 SPONSORSHIP PACKAGE

Join the 2025 Celebration— All Year Long!
Become an ACW Sponsor Today!



Sponsor ACW's 15th Anniversary – All Year Long!

Alliance of Channel Women has been by your side for 15 years! Your generous support of ACW means so much to us as well as to our hundreds of members who represent 350+ companies in our industry.

Looking forward to 2025, 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.

WE'RE HERE FOR YOU!

President of ACW

president@
allianceofchannelwomen.org

ACW Finance Chair

billing@
allianceofchannelwomen.org

ACW Sponsorship Committee

sponsorship@
allianceofchannelwomen.org



ACW's mission is to advance careers and leadership roles for channel women by providing education, community, advocacy and opportunities for personal growth.



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



Our education team provides 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 765 paid members and 9,423 community subscribers. Your sponsorship puts your brand in front of this active community.



ACW hosts a growing number of local events through our thriving Local Chapters in more than 20 cities (and counting!) as well as our new Philanthropy Committee charitable giving events.



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.



ACW's influence on the channel community continues to grow through social media channels, including 5,900 followers on LinkedIn, 2,400 on X and growing engagement on Facebook, Instagram and YouTube.

Support ACW's Vibrant & Growing Community



Sponsorship Benefits

	Diamond \$15,000	Platinum \$12,500	Gold \$8,500	Silver \$5,500
BRAND BENEFITS				
Logo on ACW website Display your brand's logo on the ACW website, showcasing your sponsorship to all visitors.	✓	✓	✓	✓
ACW Digital "Proud Sponsor" Badge Receive a custom digital badge proclaiming your status as a proud sponsor of ACW, for use on your website and social media.	✓	✓	✓	✓
Sponsor Highlight Video Feature your sponsor-provided highlight video across ACW's social media platforms and website, showcasing your brand to our audience.	2	1	—	—
Sponsor Spotlight ACW will spotlight your brand with a public appreciation post, featuring a customized message provided by you.	4	2	1	—
Blog Feature Sponsor provided Women-oriented content or you can Sponsor a Blog Post written by our ACW Members	6	4	2	—
2025 Memberships Complimentary ACW memberships for 2025, available for new members or renewals, courtesy of your sponsorship.	12	10	6	4
Sponsor Link in Event Postings Include a direct link to your sponsor page in all ACW webinar and event postings, driving traffic to your site.	✓	✓	✓	✓
ACW Philanthropic Initiative Sponsorship Sponsor an ACW philanthropic initiative, with your contribution tagged and highlighted across our social media channels.	2	—	—	—
Panelist Opportunity on ACW Webinars Secure a spot for your representative to serve as a panelist on an ACW webinar, covering topics like education, real-world insights, and more. (First-come, first-served.)	2	1	—	—
Job Board Sponsorship Post job openings on the ACW Job Board, with a notation featuring your logo in each listing.	unlimited	unlimited	unlimited	unlimited
Exclusive Local Chapter Event Sponsorship Be the solo sponsor of a local ACW chapter event, with the option to choose which chapter to support.	3	2	1	—
Local Chapter Event Promotion Promote a local chapter event on the ACW calendar, ensuring wide visibility among our members.	unlimited	unlimited	unlimited	unlimited

Note: Benefits may be subject to change.

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Benefits continued

Diamond

Platinum

Gold

Silver

NETWORKING EVENT PERKS

ACWConnect Live! 2025 Passes Channel Partners, Spring Show	12	10	8	4
ACWConnect Live! 2025 Passes Channel Futures MSP Summit, Fall Show	12	10	8	4
Sponsor Recognition Ribbons Branded ribbons worn by attendees to visibly acknowledge and celebrate your sponsorship.	✓	✓	✓	✓
Table Tent Acknowledgment Custom table tents at each event table featuring your logo and a personalized thank-you message.	✓	✓	—	—
Swag Inclusion (Sponsor-Provided) Opportunity to include your branded merchandise in event swag bags, provided by the sponsor.	✓	✓	✓	✓
Raffle Sponsorship Sponsor the event raffle by providing a prize for a live, on-stage drawing.	✓	✓	✓	✓
Social Media Sponsorship Spotlight Featured posts across our social media platforms, specifically highlighting your sponsorship.	✓	—	—	—
Sponsor Slide During Cocktail Hour Showcase your brand with a dedicated slide during the cocktail hour presentation.	✓	✓	—	—
Speaker Thank You with Logo Display Acknowledgment from the ACW speaker, with your logo prominently displayed on the presentation slide.	✓	✓	✓	✓
Thank You in Event Reel Your brand will be featured in our event's thank-you reel, acknowledging your contribution.	✓	✓	✓	✓
Group Sponsor Recognition Graphic Displayed during the cocktail hour, this graphic will thank all sponsors, with your logo included.	✓	✓	✓	✓
Thank You Signage at Check-In Desk Prominent thank-you signage featuring your brand at the event's general check-in desk.	✓	✓	✓	✓
Inclusion in Event Press Release Your sponsorship will be mentioned in the official event press release.	✓	✓	✓	✓

Note: Benefits may be subject to change.

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A la Carte Sponsorships

	Sponsorship
Exclusive Spring Event Sponsorship (Diamond Level) Become the sole Diamond-level sponsor for our Spring event, enjoying top-tier benefits and exclusive brand visibility.	\$10,000
Exclusive Fall Event Sponsorship Secure Diamond-level sponsorship for our Fall event, offering premier benefits and heightened exposure for your brand.	\$5,000
Local Chapter Event Sponsorship Host a local chapter event as the exclusive sponsor, with the opportunity to do so up to twice per year.	\$1,000
Reserved Table for Six (Per Event, Max 2 Tables) Purchase a table for six at our event, with the option to reserve up to two tables per event, ensuring prime seating for your guests.	\$1,000



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