

ALLIANCE OF
CHANNEL WOMEN



**SPONSORSHIP
OPPORTUNITIES**

Become an ACW Sponsor Today!



Elevate Your Brand & Empower Women in the Channel. Partner With ACW.

Alliance of Channel Women has been supporting channel women for more than 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 2026, 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



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



NEW IN 2026: ACW is launching a brand-new, members-only portal, which will include a Sponsor Zone as well as more opportunities for your team to interact directly with ACW members in an exclusive community.



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 750 paid members and 9,200 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 host the signature ACWConnect Live! event in the spring at CPExpo as well as member meetups at events, such as CVx Expo, IT Expo and TSD summits.



ACW's influence on the channel community continues to grow through social media channels, including 6,800 followers on LinkedIn, 2,400 on X and growing engagement on Facebook, Instagram and YouTube.

Support ACW's Vibrant & Growing Community



Sponsorship Benefits

TSD Advisor Groups get 50% off +
ACW hosted event at your national event.

Diamond
\$12,000

Platinum
\$8,500

Gold
\$6,000

Silver
\$3,500

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	—
Annual Board Round Table (or Bi-Annual)	1	1	—	—
Social Post About Round Table	1	1	—	—
Blog Feature Submit a women-oriented blog for the ACW website or you can sponsor a blog post written by an ACW member.	6	4	2	—
2026 Memberships Receive complimentary new or renewal memberships for 2026.	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 Your logo will be included in the group sponsor graphic on social media.	unlimited	unlimited	unlimited	unlimited
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	—	—

Note: Benefits may be subject to change.

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Branding Benefits continued	Diamond	Platinum	Gold	Silver
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	—	—
Event Promotion Promote your event on the ACW calendars for members to see.	unlimited	unlimited	unlimited	unlimited
Exclusive Local Chapter Event Promotion Sponsor a Local Chapter event for only \$1,000.	unlimited	unlimited	unlimited	unlimited
NETWORKING EVENT PERKS				
ACWConnect Live! Spring 2026 Passes Get passes to the ACW event at the Channel Partners Spring show.	12	10	8	4
ACWConnect Live! Fall 2026 Passes Get passes to the ACW event during the Channel Futures MSP Summit Fall event.	12	10	8	4
Other National Events Get recognized and join ACW at other national events like IT Expo and CVxExpo for meetups, lunch events, yoga and other special events.	unlimited	unlimited	unlimited	unlimited
Group Sponsor Recognition at TSD National Events	unlimited	unlimited	—	—
Sponsor Recognition Ribbons Display your support for ACW at ACWConnect Live! with branded badge ribbons at your sponsor level.	✓	✓	✓	✓
Table Tent Acknowledgment Custom table tents at each event table feature your logo and a personalized thank-you message.	✓	✓	—	—
Stage Time at ACWConnect Live! or Regional Events Get your team member on stage as a panelist at ACWConnect Live! or other ACW programs at TSD or national events.	1	—	—	—
Swag Inclusion (Sponsor-Provided) Provide your branded merchandise for inclusion in the event swag bags.	✓	✓	✓	✓

Note: Benefits may be subject to change.

Networking Event Perks continued	Diamond	Platinum	Gold	Silver
Raffle Sponsorship Sponsor the event raffle by providing a prize for a live, on-stage drawing.	✓	✓	✓	✓
Social Media Sponsorship Spotlight ACW will highlight your sponsorship in featured posts across our social media platforms.	✓	—	—	—
Sponsor Slide During Cocktail Hour Showcase your brand with a dedicated slide during the cocktail hour presentation.	✓	✓	—	—
Speaker Thank-You With Logo Display ACW speaker will acknowledge your sponsorship along with your logo prominently displayed in 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 During the cocktail hour, ACW will display the group sponsor graphic, including your logo.	✓	✓	✓	✓
Thank-You Signage at Check-In Desk ACW will display 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.	✓	✓	✓	✓

	Sponsorship
A LA CARTE SPONSORSHIPS	
Exclusive Spring Event Sponsorship (Diamond Level) Become the sole Diamond-level sponsor for our Spring event, enjoying top-tier benefits and exclusive brand visibility.	\$8,000
Local Chapter Event Sponsorship Host a local chapter event as the exclusive sponsor, with the opportunity to do so up to twice per year.	\$2,000

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