2027 SPONSORSHIP PROSPECTUS

ALLIANCE OF CHANNEL WOMEN

NEW YEAR.
NEW WAYS
TO SPONSOR.

BUILD YOUR OWN 2027 ACW SPONSORSHIP

Choose from 4 sponsorship tiers

Pick your perks to maximize your impact

Align benefits with your business goals

EMPOWERING WOMEN.
ELEVATING THE CHANNEL.

ACW: A Powerful Network of Channel Professionals

Dear Prospective Sponsor,

First and foremost, we want you to know how much we appreciate you. We could not continue our mission without the generosity of organizations like yours.

This year, we listened closely to our sponsors and took that feedback to heart. You asked to be seen, heard and given a clearer path to value. We rebuilt our sponsorship opportunities with that goal in mind. The Alliance of Channel Women is here to help you grow your brand, create tangible career-growth opportunities for your people and maximize the benefits of partnership.

We hope you will appreciate our all-new sponsorship benefits. Packages now start with a strong base plus an opportunity to "Pick Your Perks." This means you can now choose the activations that best fit your organization. Our goal is simple: sponsorship that delivers a stronger, more intentional return on your investment.

If you'd like to schedule time with a Sponsorship Committee member to review your options and answer any questions, we'd welcome the opportunity to meet and build a sponsorship just for you. Reach out to us at **sponsorship@allianceofchannelwomen.org**.

With gratitude,

The Alliance of Channel Women
Sponsorship Committee



ACW Impact: Strength in Numbers

Since it was founded in 2010, the Alliance of Channel Women (ACW) has built a powerful professional network, bringing women across the technology channel together to build relationships, expand their influence and advance their careers.

ACW connects women with the people, resources and opportunities that help them grow as professionals and leaders. Together, we're building a stronger community and creating more opportunities for women throughout the channel.

16
YEARS
Advancing women in the technology channel since 2010

700+
MEMBERS
Representing suppliers, advisors and distributors

7,000+
LINKEDIN FOLLOWERS
Extending ACW's reach across the channel

~1k
EVENT ATTENDEES
Participating annually

70+
AWARDS
Recognizing outstanding contributions

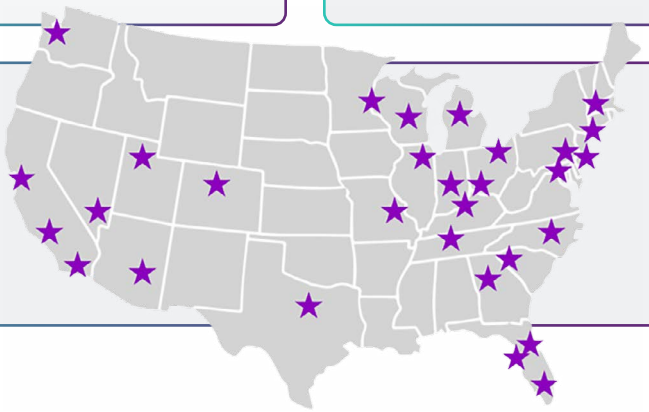
120
LOCAL CHAPTER EVENTS
Held nationwide

200+
MEMBERS
Advancing their careers through mentorship

2-3
MENTORING CIRCLES
Hosted Annually

9
COMMITTEES
Supporting professional growth and engagement

30 **LOCAL CHAPTERS**
and growing













WHY SPONSOR ACW

Invest in Connections That Mean Business

ACW connects women from supplier, advisor and distributor organizations across the technology channel. As a sponsor, you can expand your brand's reach, build valuable business relationships and elevate your leaders while supporting women's advancement.

ACW Delivers 16 Years of Proven Impact

Build your brand recognition
Increase your visibility among channel professionals through sponsor spotlights, website recognition and event exposure that keep your company in front of the ACW community.

Connect with potential partners
Build relationships with industry peers, prospective partners and advocates at ACW gatherings, with opportunities to expand your network through Local Chapter events.

Showcase your leaders
Strengthen your company's influence in the channel through content and speaking opportunities that highlight your leaders' expertise and industry perspectives.

Engage and develop your team
Invest in employee growth through ACW memberships, professional development workshops and networking opportunities that strengthen skills and industry relationships.

Advance women in the channel
Support opportunities for women to build relationships, develop leadership skills and advance their careers in the technology channel.

HOW IT WORKS

Build Your Own ACW Sponsorship

Every 2027 ACW sponsorship combines a set of Core Benefits with an allowance to select additional perks. You choose the mix based on your business goals.

STEP 1

Choose your tier.

Select Diamond, Emerald, Sapphire or Pearl. Each tier includes Core Benefits, with varying levels of recognition, event participation and employee access.

STEP 2

Pick your perks.

Use your tier's allowance to choose from additional brand, content, event, leadership and community opportunities.

STEP 3

Align benefits with business goals.

Explore suggested benefit combinations or create your own mix. Focus on the opportunities that best support your company's priorities.

STEP 4

Secure your spot.

Use the worksheet on page 10 to plan your package, then submit your selections through the online form. ACW will review your submission and send a confirmation and invoice.

STEP 1: CHOOSE YOUR TIER

Start With a Strong Foundation

Every ACW sponsorship tier provides opportunities for brand recognition, event participation and connection with the ACW community. Benefit quantities and support levels vary by sponsorship tier. Choose the benefit level that works for your organization.

SELECT YOUR SPONSORSHIP TIER

DIAMOND	EMERALD	SAPPHIRE	PEARL
$12,000 ANNUAL INVESTMENT	$9,000 ANNUAL INVESTMENT	$6,000 ANNUAL INVESTMENT	$3,500 ANNUAL INVESTMENT

CORE BENEFITS BY SPONSORSHIP TIER

BENEFITS	DIAMOND	EMERALD	SAPPHIRE	PEARL
CORE BENEFITS: BRAND				
Logo and Hyperlink on the ACW Website	✔	✔	✔	✔
Social Media Sponsor Spotlights	4	3	2	1
Complimentary ACW Memberships	6	4	2	2
Events Listings in the ACWConnect Member Portal	✔	✔	✔	✔
Sponsor Directory Listing in the ACWConnect Member Portal	Hyperlinked	Hyperlinked	✔	✔
Job Board Access	✔	✔	✔	✔
Sponsor Activation and Planning Support	Dedicated	Dedicated	General	General
CORE BENEFITS: EVENTS				
Complimentary ACWConnect Live! Tickets for Nonmembers	6	4	2	2
ACWConnect Live! Sponsor Social Media Post	✔	✔	—	—
ACWConnect Live! Cocktail Loop Slide	✔	✔	—	—
Sponsor Recognition Signage at National Events	✔	✔	✔	✔
Complimentary National Event Tickets (non-TSD)	4	4	2	2
CORE BENEFITS: CAREER GROWTH				
Personal Branding Workshop	Open Access	Open Access	Members Only	Members Only
LinkedIn Optimization Workshop	Open Access	Open Access	Members Only	Members Only

STEP 2: PICK YOUR PERKS

Customize & Maximize Your Impact

Pick Your Perks
Use the worksheet on page 10.

Choose from additional opportunities to expand your brand presence. Apply the allowance included with your sponsorship tier to any combination of perks below. (Want more? Just pay the difference.)

PICK YOUR PERKS ALLOWANCE

(Perks can purchased more than once)

DIAMOND	EMERALD	SAPPHIRE	PEARL
$4,500	$3,500	$2,000	$1,000

*The Pick Your Perks allowance is included in the sponsorship tier pricing.

Exclusive Sponsorship of a Local Chapter Event
4 maximum
$750

Leadership Webinar
Live or recorded sponsor-led webinar + social media promotion + archival in ACWConnect Member Portal
$500

1:1 Quarterly Mentoring
2 registrations
$500

Sponsor-written Blog on ACW Website
Feature on the ACW website's blog + feature in ACWConnect Member Newsletter + social media promotion. Limit 1.
$200

Additional Complimentary ACWConnect Live! Tickets for Nonmembers
4 tickets included
$300

Additional Complimentary ACW Memberships
4 memberships included
$300

ACW Voices Podcast Featured Guest
Be our exclusive guest for a full podcast episode (up to 30 minutes) on a topic of your choice. Limit 1.
$200

Sponsor a Member
2 memberships for nonsponsored channel women or allies included
$150

Employee or Executive Spotlight
Q&A feature on the ACW website's blog + archival in ACWConnect Member Portal + social media promotion
$150

Supplier Highlight in the ACWConnect Member Newsletter
Dedicated supplier feature (1024x512 banner + 150-word text) in the ACWConnect Member Newsletter. Limit 1.
$150

STEP 3: ALIGN BENEFITS & BUSINESS OBJECTIVES

Mix & Match Perks To Meet Your Goals

Choose from additional opportunities to expand your brand presence. Apply the allowance included with your sponsorship tier to any combination of perks below. (Want more? Just pay the difference.)

BUSINESS GOAL	RECOMMENDED PERKS
Brand Builder Build greater brand presence and introduce your expertise to the ACW community through content and local engagement.	✔ Sponsor-Written Blog ✔ Supplier Highlight in the ACWConnect Member Newsletter ✔ ACW Voices Podcast Featured Guest ✔ Exclusive Sponsorship of a Local Chapter Event
Leadership & Talent Developer Feature company leaders and create opportunities to share knowledge, mentor and develop talent.	✔ Leadership Webinar ✔ 1:1 Quarterly Mentoring ✔ ACW Voices Podcast Featured Guest ✔ Employee or Executive Spotlight
Event Activation Meet channel women where they gather and extend your presence through complimentary tickets and local experiences.	✔ Additional Complimentary ACWConnect Live! Tickets for Nonmembers ✔ Exclusive Sponsorship of a Local Chapter Event
Community Impact Support participation in ACW and help more women access the community, its programs and professional connections.	✔ Exclusive Sponsorship of a Local Chapter Event ✔ Additional Complimentary ACW Memberships ✔ Sponsor a Member

STEP 4: SECURE YOUR SPOT

Ready To Join Us as a 2027 ACW Sponsor?

Use the worksheet on the next page to plan your custom sponsorship package, then submit your selections online.

1

Choose your tier.

Select Diamond, Emerald, Sapphire or Pearl.

2

Pick your perks.

Select the additional benefits you prefer and calculate any costs beyond your included allowance.

3

Submit your order.

Complete the online **ACW Sponsorship Order Form.**
You will receive an automated email confirmation.

4

Order review.

ACW will review your order form for accuracy, and contact you if there are any questions.

5

Confirmation and invoice.

You'll receive an order confirmation and invoice payable upon receipt.

6

Payment.

Pay by check or credit card.

Build Your 2027 ACW Sponsorship





Questions?

Contact the ACW Sponsorship Committee at **sponsorship@allianceofchannelwomen.org**

WORKSHEET

Build Your Own ACW Sponsorship

Use this worksheet to plan your ACW sponsorship.

BENEFITS	DIAMOND	EMERALD	SAPPHIRE	PEARL
CORE BENEFITS: BRAND	**$12,000**	**$9,000**	**$6,000**	**$3,500**
Logo and Hyperlink on the ACW Website	✔	✔	✔	✔
Social Media Sponsor Spotlights	4	3	2	1
Complimentary ACW Memberships	6	4	2	2
Events Listings in the ACWConnect Member Portal	✔	✔	✔	✔
Sponsor Directory Listing in the ACWConnect Member Portal	Hyperlinked	Hyperlinked	✔	✔
Job Board Access	✔	✔	✔	✔
Sponsor Activation and Planning Support	Dedicated	Dedicated	General	General
CORE BENEFITS: EVENTS				
Complimentary ACWConnect Live! Tickets for Nonmembers	6	4	2	2
ACWConnect Live! Sponsor Social Media Post	✔	✔	—	—
ACWConnect Live! Cocktail Loop Slide	✔	✔	—	—
Sponsor Recognition Signage at National Events	✔	✔	✔	✔
Complimentary National Event Tickets (non-TSD)	4	4	2	2
CORE BENEFITS: CAREER GROWTH				
Personal Branding Workshop	Open access	Open access	Members only	Members only
LinkedIn Optimization Workshop	Open access	Open access	Members only	Members only

Worksheet: Build Your Own ACW Sponsorship (Continued)

BENEFITS	DIAMOND	EMERALD	SAPPHIRE	PEARL
PICK YOUR PERKS (Perks can purchased more than once)	**Enter quantity and total below** Example: (2 x $750 = $1,500)			
Exclusive Sponsorship of a Local Chapter Event — $750 (4 maximum)	___ X $750 = ____	___ X $750 = ____	___ X $750 = ____	___ X $750 = ____
Leadership Webinar — $500 (Live or recorded sponsor-led webinar + social media promotion + archival in ACWConnect)	___ X $500 = ____	___ X $500 = ____	___ X $500 = ____	___ X $500 = ____
1:1 Quarterly Mentoring — $500 (2 registrations)	___ X $500 = ____	___ X $500 = ____	___ X $500 = ____	___ X $500 = ____
Sponsor-Written Blog — $200 (Feature on the ACW website's blog + feature in ACWConnect Newsletter + social media promotion) Limit 1.	1 X $200 = $200	1 X $200 = $200	1 X $200 = $200	1 X $200 = $200
Additional Complimentary ACWConnect Live! Tickets for Nonmembers — $300 (4 tickets included)	___ X $300 = ____	___ X $300 = ____	___ X $300 = ____	___ X $300 = ____
Additional Complimentary ACW Memberships — $300 (4 memberships included)	___ X $300 = ____	___ X $300 = ____	___ X $300 = ____	___ X $300 = ____
ACW Voices Podcast Featured Guest — $200 (Exclusive podcast guest interview up to 30 minutes) Limit 1.	1 X $200 = $200	1 X $200 = $200	1 X $200 = $200	1 X $200 = $200
Sponsor a Member — $150 (2 memberships for nonsponsored channel women or allies included + social media promotion)	___ X $150 = ____	___ X $150 = ____	___ X $150 = ____	___ X $150 = ____
Employee or Executive Spotlight — $150 (Q&A feature on the ACW website's blog + archival in ACWConnect + social media promotion)	___ X $150 = ____	___ X $150 = ____	___ X $150 = ____	___ X $150 = ____
Supplier Highlight in the ACWConnect Member Newsletter — $150 (1024x512 banner + 150-word text) Limit 1.	1 X $150 = $150	1 X $150 = $150	1 X $150 = $150	1 X $150 = $150

YOUR INVESTMENT				
A - Selected perks total from above worksheet	$_____	$_____	$_____	$_____
B - Pick Your Perks credit	**-$4,500**	**-$3,500**	**-$2,000**	**-$1,000**
C - Additional perks above allowance = A - C	$_____	$_____	$_____	$_____
D - Annual sponsorship price	**$12,000**	**$9,000**	**$6,000**	**$3,500**
TOTAL ANNUAL INVESTMENT = C + D	$_____	$_____	$_____	$_____