



2024 Corporate Sponsorships/Marketing Program

Corporate sponsorships support the American Business Women's professional development and educational programming throughout the year. In return, ABWA offers sponsors a generous 12-month marketing program to position your company across our many marketing platforms. Your company will have tremendous visibility in reaching this exclusive market of educated, career-focused women.

ABWA Web Site, Digital Advertising & Social Media

| SPONSOR DETAILS | Copper \$7,000 | Bronze \$11,000 | Silver \$17,000 | Gold \$25,000 | Titanium \$30,000 |
|--|--|--|--|--|--|
| • Announcement of sponsorship on ABWA's Facebook and Instagram pages | √ | √ | √ | √ | √ |
| • Company logo, hyperlink on Website Home Page, Sponsors' Page and 50-75-word company profile on the Membership Page | √ | √ | √ | √ | √ |
| • Recruitment advertising located on the Career Connection Web page -Optional | Three listings included with a 20% discount on additional listings | Seven listings included with a 20% discount on additional listings | Ten listings included with a 20% discount on additional listings | Ten listings included with a 25% discount on additional listings | Ten listings included with a 25% discount on additional listings |
| • Recruitment banner featured on https://careers.abwa.org/ Optional | - | 1 month | 3 months | 4 months | 6 months |
| • Advertising in Achieve newsletter – published 6X a year, and emailed to all members | Half page ad in two issues of Achieve | Half page ad in four issues of Achieve | Full page ad in four issues of Achieve | Full page ad in six issues of Achieve | Full page ad in six issues of Achieve |

National Women's Leadership Conference (See separate details about NWLC activities)

September 25-28, 2024 • Sheraton Overland Park Hotel • Overland Park, KS

| | | | | | |
|---|------------------|-------------------|---------------------|-------------------------------|--------------------------------|
| • Pre-event visibility on ABWA Conference website | √ | √ | √ | √ | √ |
| • Verbal acknowledgement at opening ceremony | √ | √ | √ | √ | √ |
| • Logo on sponsor banner and on National Conference website | √ | √ | √ | √ | √ |
| • Ad in conference program | Half page ad | Full-page ad | Full-page ad | Premium position Full-page ad | Premium position, Full-page ad |
| • Insert in conference bag | √ | √ | √ | √ | √ |
| • 30-second commercial played each day | | | | √ | √ |
| • Exhibit booth in pre-function space | √ | √ | √ | √ | √ |
| • Full, attendee registration (non-voting) | One registration | Two registrations | Three registrations | Four registrations | Six registrations |
| • Tickets to Top Ten Business Women Event and Breakfasts with Programming | One ticket | Two tickets | Two tickets | Three tickets | Five tickets |
| • Featured sponsorship | | | Based on inventory | Based on inventory | Based on inventory |

We will be happy to customize a sponsorship package to meet your goals.

2024 ABWA Virtual Regional Conference

March 22 & 23, 2024

| | | | | | |
|--|------------------|-------------------|---------------------|--------------------|-------------------|
| • Sponsors are acknowledged by the speaker | √ | √ | √ | √ | √ |
| • Insert in attendee learning materials | √ | √ | √ | √ | √ |
| • Attendee registration | One registration | Two registrations | Three registrations | Four registrations | Six registrations |

Email Campaigns to Members

| | | | | | |
|--|-------------------------------------|--------------------------------------|-------------------------------------|---------------------------------------|--|
| • Email campaign sent to member database (ABWA will send email internally) | Two email campaigns during the term | Four email campaigns during the term | Six email campaigns during the term | Eight email campaigns during the term | Twelve email campaigns during the term |
|--|-------------------------------------|--------------------------------------|-------------------------------------|---------------------------------------|--|

For your consideration: Corporate Membership Program with Employee Training Emphasis

With a corporate membership your company shows support of women's continuing education by supplementing your employees' membership in ABWA.

The Corporate Member Program emphasizes employee training with ABWA's **Apex Campus**. Colleagues who join ABWA as national-level members will have access to extensive online leadership and lean management courses. ABWA has collaborated with the Gemba Academy's School of Lean to offer courses in areas such as Workplace Productivity, Lean Tools of Productivity and Principles. With an ABWA membership, these online courses are offered at a tremendous discount.

Your colleagues will also receive discounts on business services and member rates for the ABWA regional and national conferences. As an **ABWA Corporate Sponsor** we will create a custom program for you.

If you are looking for a custom marketing mix, ABWA will be happy to create a customized sponsor package based on your company's marketing needs. In addition, ABWA regularly develops new member products, so we can create an exclusive title sponsorship for corporations seeking a unique and higher level of visibility.

For more information on sponsorship opportunities, contact Cynthia Bell, ABWA Business Development Manager 913-732-5100 or email cbell@abwa.org