



2025 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. Sponsorships can start at any time of the year.

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	◆	◆	◆	◆	◆
• 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 Achieve	Full page ad in six issues of Achieve	Full page ad in six issues of Achieve

National Women's Leadership Conference (See [ABWA.org/Events](#) page for more details about NWLC activities)

November 12-15, 2025 • The Westin Portland Harborview • Portland, Maine

• Pre-event visibility on ABWA Conference Event website	◆	◆	◆	◆	◆
• Verbal acknowledgement at opening ceremony	◆	◆	◆	◆	◆
• Logo on vertical 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 before Opening Session				◆	◆
• 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	Based on inventory
We will be happy to customize a conference sponsorship package to meet your goals.					

2026 ABWA Virtual Regional Conference

2026 Conference Date will be Announced in December 2025

• Sponsors are acknowledged by the speaker at Opening Session	◆	◆	◆	◆	◆
• Insert in attendee learning materials	◆	◆	◆	◆	◆
• Conference Attendee Registration	One registration	Two registrations	Three registrations	Four registrations	Six registrations

Email Campaigns-Sponsors Only

• Email campaign sent to member database (ABWA will send email internally from a JPG file supplied by the Sponsor)	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
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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 ABWA Business Development Manager 913-732-5100 or email webmail@abwa.org