



2025 ABWA

National Women's Leadership Conference

Sponsorship Brochure

November 12-15th, 2025
Exhibit Days November 12-14th
Westin Portland Harborview
Portland, Maine





Women are searching for a place to connect, a place to learn and grow. Businesses are charting new courses, and workers and managers need constant skill upgrades to continue to compete.

For 76 years, the American Business Women's Association has been providing working women with a community of like-minded people where they can find the support of others and the means to garner the knowledge, and skill sets that are vital to succeed in the 21st century business environment.

At the 2025 ABWA National Women's Leadership Conference, sponsors will connect with women business owners and entrepreneurs, as well as a diverse group of women working at all levels within business. Most attendees are ages 35-65. Our members are highly educated, career-driven decision makers; 40% are business owners. Most members work in small businesses, and Fortune 500 companies are also represented.

Conference Sponsorships At a Glance:	Champion \$4,000	Transformer \$6,000- \$8,000	Shattering the Glass Ceiling \$10,000-\$15,000
<ul style="list-style-type: none"> Conference Registration Tickets along with Top Ten/Woman of the Year Luncheon Tickets with Special Seating 	2 tickets	4 tickets	6 tickets
<ul style="list-style-type: none"> Logo with Hyperlink on ABWA.org Conference Website Page 	◆	◆	◆
<ul style="list-style-type: none"> Logo on Sponsor and Event Banners, plus Space for Sponsor's own Corporate Banner 	◆	◆	◆
<ul style="list-style-type: none"> Announcement on ABWA Social Media Platforms 	◆	◆	◆
<ul style="list-style-type: none"> Acknowledgment at Opening General Session, Closing 	◆	◆	◆
<ul style="list-style-type: none"> Advertising in Conference Program 	Half Page	Full Page	Premium Full Page
<ul style="list-style-type: none"> Advertising in <i>Achieve</i> Newsletter 	Half Page	Full Page	Full Page
<ul style="list-style-type: none"> Insert in Registration Bag 	◆	◆	◆
<ul style="list-style-type: none"> Tabletop Exhibit Booth (Nov. 12-14) 	◆	◆	◆
<ul style="list-style-type: none"> Email Campaign to ABWA Members 		◆	◆
<ul style="list-style-type: none"> Remarks at General Session 			◆

Increase Your Brand Awareness With These Sponsorship Opportunities

Welcome Reception

\$7,000

The energy is buzzing as members greet friends from across the country. We welcome attendees, recognize Association leadership, volunteers and VIPs, including our sponsor of the evening.

Best Practices Award Ceremony Sponsorship

Musical entertainment and dance party \$8,000

ABWA recognizes excellence in our leagues' business management performances. This event is for a sponsor seeking a more encompassing alliance with ABWA. Special signage outside the meeting room will recognize the sponsor as well as podium recognition and acknowledgement by the band.



Top Ten Business Women of ABWA and the American Business Woman of the Year Luncheon Sponsorship

ABWA's Highest Individual Awards \$7,000

At this prestigious luncheon attendees will hear the 2025-2026 Top Ten Business Women of ABWA share how ABWA has influenced them and their careers. The 2026 American Business Woman of the Year, our highest individual honor, will be announced at this event. A company representative can be part of the introductions. Sponsors will gift the Top Ten recipients with a special memorial item or gift bag.

Registration Tote Bag \$8,000

Lightweight reusable tote to hold conference handouts, water bottles, and small purchases. Printed with Association logo and sponsor acknowledgement. This provides non-stop visibility at the conference and when attendees are at home.

Name Badge Holder/Lanyard \$7,000

Members will be wearing your conference colors for days. Lanyard will sparkle with colored rhinestones. Strengthen your brand with this exclusive sponsorship. Price includes ABWA handling the production.

Educational Sponsorship

(Three-day event)

Track A - ABWA-KU MBA Essentials or

Track B - Multiple Sessions \$8,000

As a sponsor of an educational track, your company reinforces the need to maintain a strong workforce with advanced education. Sponsor will be recognized by the Presenters at the beginning and end of the daily sessions. Special signage outside the meeting room will recognize the sponsor.

Opening Keynote: Kelly Swanson

REIMAGINE WHAT'S POSSIBLE: *Flip Your Script & See Your Life and Work in a Whole New Story*

Wednesday, November 12

\$6,000

6:00 PM - 8:30 PM

Kelly Swanson kicks off the 2025 National Women's Leadership Conference with a brand-new show developed just for ABWA members! This powerful and hilarious experience is designed to entertain, inspire, and get under your skin in all the right ways. Get ready to laugh loud, think deep, and maybe even tear up just a little. This isn't your average motivational speech, it's a heartfelt, funny, soul-stirring invitation to write your next chapter on purpose.

Closing Keynote: Deshauna Barber

100 NOES BEFORE A SINGLE YES

Saturday, November 15

\$6,000

9:00 AM - 11:00 AM

Deshauna Barber's journey proves that perseverance is the foundation of a successful career. After earning her business degree, she faced over 100 rejections before breaking through, eventually becoming a notable and award-winning motivational speaker, Army veteran, and nonprofit leader. In this speech, Deshauna addresses the challenges professionals face in the workforce, emphasizing the value of grit and adaptability. She shares personal stories and actionable strategies to turn rejection into a tool for growth. With her inspiring message, she empowers audiences to overcome self-doubt, embrace resilience, and persevere in the face of adversity. This talk equips professionals with the mindset needed to navigate career challenges, achieve greatness, and face life's curveballs.

To reserve your sponsorship today, contact Dana Gutierrez
dgutierrez@abwa.org or call 503-445-2244.

Find out how you can turn your company's conference sponsorship into a 12-month program!