ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION



2027
SPONSORSHIP AND ADVERTISING PROSPECTUS



WHO IS ABWA?

3,300 MEMBERS

97 CHAPTERS AND EXPRESS NETWORKS

The American Business Women's Association (ABWA) was founded in **1949** in Kansas City. ABWA has been a pioneering force in the professional advancement of women across the United States. At a time when women pursuing full-time careers or even joining business organizations was socially discouraged, four visionaries—**Shirley Cupp, Irma Beisel, Frances Stuckey,** and **Hilary Bufton Jr.**—came together to establish a national association that would break barriers and open doors for women in the business world.

ABWA delivers a comprehensive portfolio of programs focused on leadership development, professional education, and meaningful connection. Through regional and national conferences, expert-led workshops, and academic offerings, the association builds business acumen and leadership capacity. Thousands of chapter meetings, and national events foster collaboration and lasting professional relationships. ABWA also elevates excellence through national recognition programs, including the Top Ten Business Women of the Year, and provides visibility through board leadership opportunities. Members further benefit from robust knowledge resources, including *Achieve* magazine, Chapter and Express Network publications, and ABWA's exclusive online learning platform, Apex Campus, addressing core professional skills.

MISSION STATEMENT

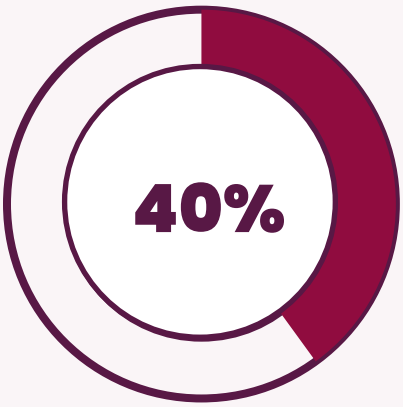
ABWA's mission is "to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking, support, and national recognition."

Drawing upon this mission, ABWA offers a variety of programs and services for our members. These offerings revolve around the pillars of ABWA:

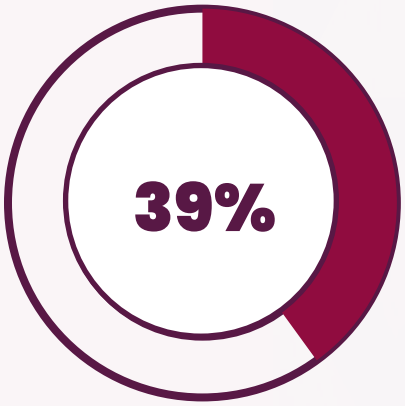
- Leadership Development
- Networking and Community Building
- Recognition and Visibility
- Knowledge Resources

OCCUPATIONAL AND INDUSTRY DIVERSITY

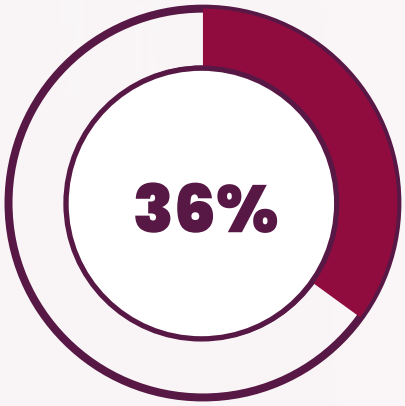
Members work in a wide range of roles—from administrative and support positions to executive leadership, professional careers, and business ownership. They also represent a diverse breadth of various industries, from banking to real estate, health care to education and everything in between.



Business Owners.

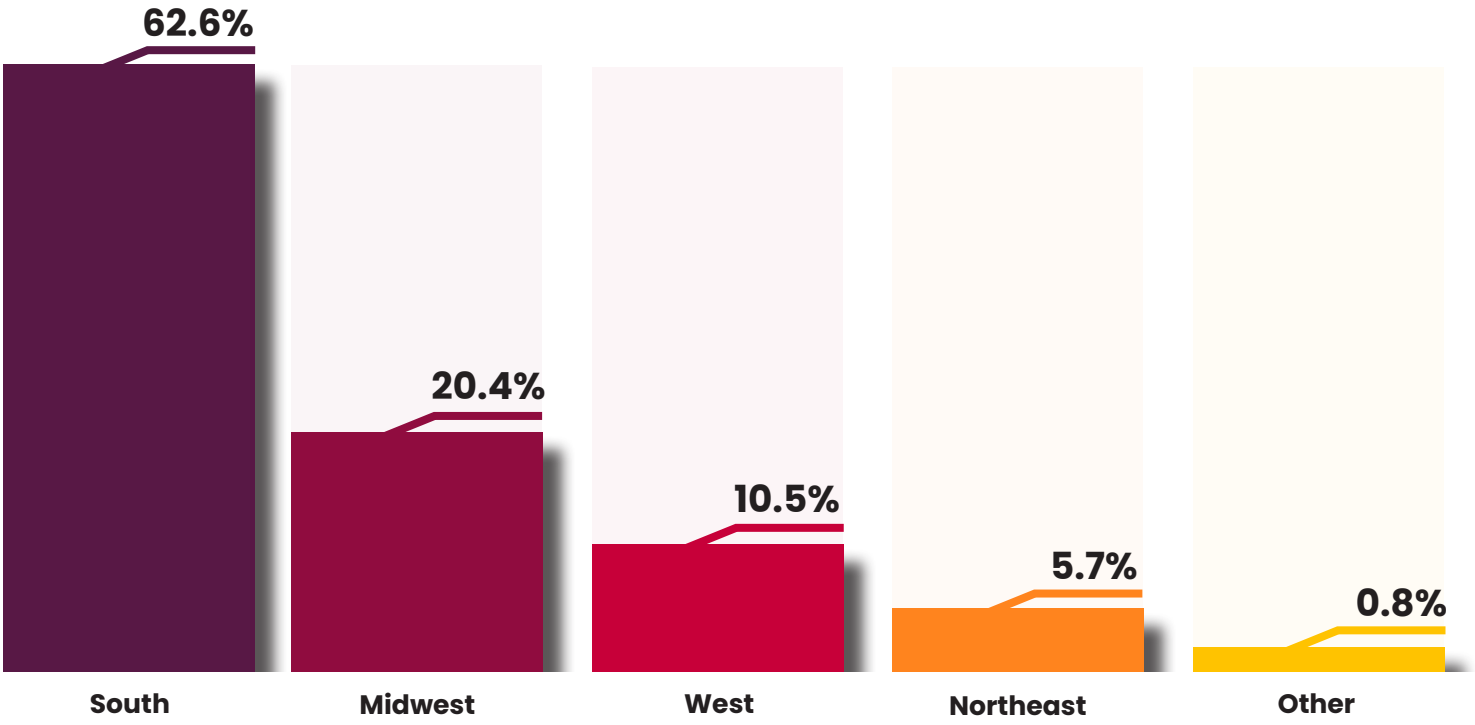


Executives, Managers, Professionals, and Business Owners.



Serve in Administrative, Clerical, and Technical Support Roles.

MEMBER DISTRIBUTION BY REGION (%)









Bringing together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking, support, and national recognition.



FIND THE RIGHT FIT FOR YOUR BUSINESS

WAYS TO ENGAGE

ABWA offers a variety of ways for you to connect with and build your brand with our members. We offer three types of sponsorships.

BRANDING

Create name recognition through signage, representation and visualization.

NETWORKING

Build new relationships by connecting with members directly.

THOUGHT LEADERSHIP

Share valuable content and become a trusted source.

How do you like to connect with prospects?
"BRANDING" "NETWORKING"
OR "THOUGHT LEADERSHIP"



TYPES OF ABWA
EVENTS AND PROGRAMMING

IN THE SUBSEQUENT PAGES

You'll find a number of different events, programs and offerings to partner with ABWA on.

EVENTS

National Women's Leadership Conference, Virtual Spring Conference

ADVERTISING

Offerings in the Achieve Newsletter, ABWA website, and more

PARTNERSHIPS

Annual Corporate Partnership, Title Sponsorship

NATIONAL WOMEN'S LEADERSHIP CONFERENCE (NWLC)

Every year, hundreds of ABWA members gather from across the country to learn, recognize each other's accomplishments and connect. The demographics of attendees mirror that of the entire membership, with stronger participation from local memberships/districts.

LOUISVILLE, KY

OCTOBER 13–16, 2027

400 ATTENDEES

EVERY SPONSORSHIP INCLUDES

- Recognition on ABWA NWLC website and marketing materials including email to attendees
- Recognition from the main stage
- Ability to add an item to registration bags



BRANDING

CONFERENCE SPONSOR $15,000

- Co-Branding on all event signage
- Co-listing on step and repeat
- Recognition at opening and closing events
- Five minutes of remarks at opening or closing event
- Four registrations

TOTE BAG SPONSOR $3,500

- Logo on co-branded bags
- Branded swag in bags

LANYARD SPONSOR $2,000

- Logo on lanyards

ABWA GIVEAWAY . . . . . PRICE UPON REQUEST/ITEM

- Co-branded giveaway (travel mug, etc)

NETWORKING

WELCOME RECEPTION $7,000

- Welcome Attendees (3 minutes)
- Provide co-branded welcome gift
- Choose signature cocktail; napkins

BEST PRACTICING LEAGUES AWARDS $7,000

- Name/logo on awards and certificates
- Recognition during ceremony and opportunity to present awards
- Party giveaway at reception
- Name/logo on table tents

TOP TEN WOMEN OF ABWA $5,000

- Gifts to Top Ten nominees
- Name/logo on Awards
- Co-host event and address audience
- Name/logo on table tents
- Table in banquet hall

MEMBER RECOGNITION AND ACCOLADES ...$4,000

- Name/logo on awards and certificates
- Recognition during ceremony and opportunity to present awards
- Name/logo on table tents

WELLNESS ACTIVATION ..... PRICE VARIES BASED ON ACTIVATION

- Host a wellness activity for conference attendees.
  - Morning Yoga
  - Walk/Run for Attendees
  - Mini Spa Treatments

THOUGHT LEADERSHIP

KEYNOTE SPONSORS $10,000

- Signage and logo placement on conference marketing and informational materials
- Premier seating during keynote
- 2 registrations
  Option of one:
  - Introduce keynote speaker
  - VIP Meet and Greet for attendees

SEMINAR SPONSORS $3,000

- Signage and logo placement on conference marketing and informational materials
  Option of one:
  - Introduce seminar speakers
  - Present a product "mini-session" prior to one educational seminar
  - Provide a facilitator or panelist for any panel discussion.

EXHIBITS $600

Promote your product and services to attendees for nearly three days during the National Women's Leadership Conference. See Exhibitor Terms and Conditions for more details on hours, set-up/tear-down times and more.
Each booth exhibit includes:

- One 6' table, draped
- Two chairs

VIRTUAL SPRING CONFERENCE

For corporate partners, the ABWA Spring Conference offers direct access to a national audience of engaged professional women—many of whom are business owners, managers, and decision-makers—while aligning sponsor brands with workforce development, women's leadership, and professional growth. It is both a premier learning event for members and a strategic platform for sponsors seeking meaningful, values-driven engagement with a highly influential community.

VIRTUAL

APRIL 16 – 17, 2027

300 ATTENDEES

EVERY SPONSORSHIP INCLUDES

- Recognition in event marketing materials
- One social media post
- Listing on ABWA Spring Conference website
- Recognition from ABWA during the event



BRANDING

CONFERENCE SPONSOR $5,000

- Co-Branding on all event signage
- Co-listing on Zoom backgrounds
- Recognition at opening and closing events
- Five minutes of remarks at opening or closing event

NETWORKING

BREAK SPONSOR $2,500

- Exclusive sponsor of ABWA virtual networking event
- Work with game host to include sponsor

THOUGHT LEADERSHIP

EDUCATION SPONSOR $1,500

- Branded virtual lobby or waiting room slide
  Option of one:
  - Host/moderate a session
  - Participate as a panelist
  - Provide opening remarks to one keynote

ADVERTISING

ADVERTISING WITH ABWA

Reach ABWA members through various platforms, by educating members on your brand, or providing thoughtful intelligence. ABWA offers three ways to connect with our members readers

ACHIEVE **NEWSLETTER**

ABWA EMAILS

ADVERTORIAL



ADVERTISING | ACHIEVE NEWSLETTER

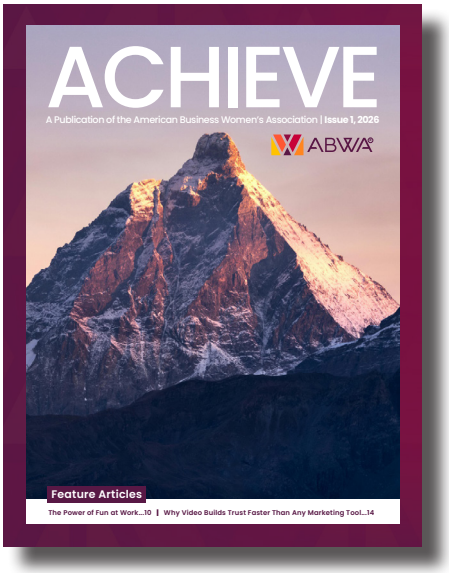
ABWA'S *ACHIEVE* NEWSLETTER

Achieve Newsletter is ABWA's cornerstone publication. With a new look, and revised content *Achieve* is sent to the inbox of all 3,200 members of ABWA. It is also available for download via the membership platform.

AD SIZE	1X	2X	4X
1/3 PAGE	$200	$360	$600
1/2 PAGE	$325	$520	$975
FULL PAGE	$500	$800	$1,500
BACK COVER	$1,000	$1,800	$3,000

ADVERTORIAL - $2,000

Includes ability to present at a member online webinar.



CHECK OUT ISSUE 1, 2026 OF THE *ACHIEVE* HERE!

AD SPECIFICATIONS

Back Cover with Bleed



8.75"W x **8.625"**H
Bleed: 0.125"
(8.5"W x 8.5"H trim size)

Back Cover



7.5"W x **7.5"**H

Full Pages with Bleed



8.75"W **x 11.25"**H
Bleed: 0.125"
(8.5"W x 11"H trim size)

Full Pages



7.5"W **x 10"**H

1/2 Page



7.5"W x **4.75"**H

1/3 Page



4.9375"W x **4.75"**H
2.375"W x **9.625"**H

AD REQUIREMENTS

A high resolution pdf is the preferred file format. All images must be 300 dpi. (Images from the web are not print quality.) Fonts embedded.

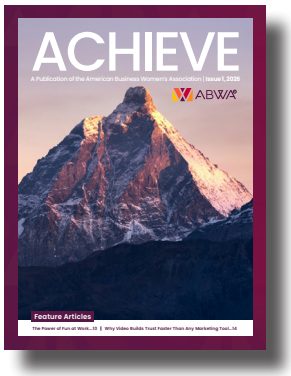
Name files clearly, indicating your company name and publication. For ads with bleed, export pdfs with 1/8" (.125") bleed settings. No crop marks.

Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

ADVERTISING | ACHIEVE NEWSLETTER

ABWA'S *ACHIEVE* NEWSLETTER EDITORIAL CALENDAR

The *Achieve* Newsletter is published six times a year.





ISSUE	MONTH	THEME
1	FEBRUARY	LEADERSHIP, INFLUENCE & WOMEN'S HISTORY
2	APRIL	CONFIDENCE, VISIBILITY & PERSONAL BRAND
3	JUNE	SKILLS, VALUE & CAREER STRATEGY
4	AUGUST	WORK-LIFE BALANCE
5	OCTOBER	TECHNOLOGY, AI & THE MODERN WORKPLACE
6	DECEMBER	GOAL-SETTING, PRODUCTIVITY & PERFORMANCE

PARTNERSHIPS

TITLE SPONSORSHIP – APEX CAMPUS
PRICE AVAILABLE UPON REQUEST

For companies looking for recognition as a true thought leader and partner of women professional development, consider being a sponsor of the ABWA Apex Campus. Apex Campus the learning management system available for both ABWA members and non-members. Currently, members are offered at least two courses monthly complimentary as part of their membership, and hundreds of others at a membership discount ranging from $30 - $60 per course. As the Title Sponsor of the Apex Campus, you would be providing Apex Courses COMPLIMENTARY to all ABWA members. Providing value to all members of ABWA.

- Available to all 3,200 members
- Over 1,500 courses taken annually

BENEFITS TO EMPLOYERS

- Affordable continuing education (e.g., **Lean Six Sigma**, leadership & career development courses).
- Recognition as a company that champions women in the workplace.
- Access to national and regional ABWA events, chapters, and leadership pipelines.
- Inclusion in ABWA's **Corporate Supporter Directory** and national website.
- Opportunity to build visibility with thousands of ABWA members and partners.

PROGRAM ENROLLMENT

- Billing Options: Centralized corporate invoice or voucher codes for employees to enroll themselves.
- Support Materials Provided:
  - Co-branded flyer to promote internally
  - Virtual welcome packet for enrolled employees
  - Monthly update on available courses/events

Annual Membership Fee:
$125 per employee

PARTNERSHIPS

CORPORATE MEMBERSHIP

Providing educational and networking opportunities can take up valuable time from corporations. Let ABWA be your partner as a resource for your female employees. Through corporate membership, ABWA offers a package of online learning opportunities, virtual and in-person networking, educational programming on a number of topics and leadership opportunities.

ABWA WEBSITE, DIGITAL ADVERTISING, AND SOCIAL MEDIA

SPONSOR DETAILS	BRONZE $10,000	SILVER $15,000	GOLD $25,000
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 all six issues of *Achieve*

ABWA VIRTUAL SPRING CONFERENCE

SPONSOR DETAILS	BRONZE $10,000	SILVER $15,000	GOLD $25,000
Sponsors are acknowledged by the speaker at Opening Session	✓	✓	✓
Insert in attendee learning materials		✓	✓
Conference Attendee Registration	Two registrations	Three registrations	Four registrations

CORPORATE MEMBERSHIP *CONTINUED*

NATIONAL WOMEN'S LEADERSHIP CONFERENCE

SPONSOR DETAILS	BRONZE $10,000	SILVER $15,000	GOLD $25,000
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	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)	Two registrations	Three registrations	Four registrations
Discounted Sponsorship	10%	15%	20%

EMAIL CAMPAIGNS

SPONSOR DETAILS	BRONZE $10,000	SILVER $15,000	GOLD $25,000
Email campaign sent to member database *(ABWA will send email internally from a JPG file supplied by the Sponsor)*	Four email campaigns during the term	Six email campaigns during the term	Eight email campaigns during the term

PARTNERSHIPS

CORPORATE SUPPORTER TIERS

TIER NAME	# OF SPONSORED EMPLOYEES	RECOGNITION & BENEFITS
ABWA ALLY	5–9 EMPLOYEES	NAME LISTED ON ABWA WEBSITE & NEWSLETTER
ABWA SUPPORTER	10–19 EMPLOYEES	LOGO FEATURED ON ABWA WEBSITE & NEWSLETTER, SOCIAL MEDIA SHOUTOUT
ABWA ELITE SPONSOR	20–29 EMPLOYEES	LOGO ON ABWA WEBSITE & NEWSLETTER, SOCIAL MEDIA SHOUTOUT AND INVITATION TO TOP TEN RECEPTION AT NATIONAL CONFERENCE
ABWA PREMIER SPONSOR	30–49 EMPLOYEES	ALL ABOVE PLUS ANNUAL SPOTLIGHT IN THE NEWSLETTER, COMPLIMENTARY EXHIBIT TABLE AT NATIONAL CONFERENCE
ABWA VISIONARY PARTNER	50+ EMPLOYEES	ALL ABOVE PLUS ANNUAL SPOTLIGHT IN THE NEWSLETTER, SPEAKING OPPORTUNITY AT NATIONAL CONFERENCE OR WEBINAR

ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

CUSTOM OPPORTUNITIES

Don't see exactly what you're looking for? Contact our team and we will be happy to customize a package that will meet your needs and budget.

Alyssa Carlson
acarlson@abwa.org

ACTIVATE YOUR AMBITION



LET'S CONNECT!

ABWA - National Organization

American Business Women's Association

@americanbusinesswomensassn

visit us at: www.abwa.org