



CONNECT. ADVANCE. LEAD.

Partnership Guide



Accounting & Financial Women's Alliance Headquarters

PARTNERSHIP CONTACT

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AFWA.org



INTRODUCTION

As the Accounting & Financial Women's Alliance, we want to build the largest nationwide network of women in accounting and finance. We understand that women in this field will face a unique set of challenges. The supportive women behind them will make all the difference in how they face those challenges and move ahead to become leaders in the industry.

We need YOU to help us grow this supportive network!

AFWA MEMBERS

From aspiring entry-level, to seasoned professional, to deserving retiree, AFWA is proud to develop and support women in accounting and finance throughout their careers. Our members represent a wide variety of industries and areas of expertise, from industry accounting, to Big 4 employees, to small business owners, educators and more.

| | | |
|--|---|---|
| 1,200 Nationwide Members | 57 Local Chapters <i>(and growing!)</i> | 43 States represented |
| 53%* Under the age of 36 <small>*Based on approx. 500 members</small> | 1/3 Public Accounting/Services Industry/NonProfit/Government Education/Student/Services | 300 CPE Hours offered annually by Chapters, webinars and the National Conference |
| Young Professionals AFWA's Early Career initiative with focus on career growth | \$100,000 In scholarship awarded by the National organization and local chapters annually | 250+ Anticipated at the Women Who Count National Conference |



OUR PARTNERSHIP

We recognize ALL partnerships are unique. As you support AFWA we will return the support and recognition for your business – striving to offer a positive return on your investment. Whatever your goals, we'll work with you to develop a partnership custom to your needs and interests.

Corporate Partners: Our Corporate Partners work with us year-round on advertising, events, scholarship, content strategies and more. Each partnership is different – **customized to your unique needs.**

Corporate Members: Corporate Membership discounts begin with just 5 members from your organization

Affinity Partners: Our Affinity Partners offer their products or services at a discount to AFWA members with a shared revenue for the organization.

Alliance Partners: We recognize that by working with other organizations we can share benefits and resources, cross-promote events and more to bring awareness to both groups.

Media & Content: From social media shares and original articles, to webinars and banner ads we work with partners for one-time promotions and year round content strategies.

Women Who Count Conference: The Women Who Count National Conference is AFWA's biggest event of the year. A number of exhibiting and sponsorship opportunities exist.

Connect.Advance.Lead Conference: The annual Connect.Advance.Lead Conference is a signature event that provides high quality leadership training and development to equip our members with the tools they need to succeed.





YEAR-ROUND OPPORTUNITIES

Partner Promotion - Advertising

Sponsored Webinar (\$600): Prepare and deliver your own educational content for AFWA members. Registration and promotions and handled by AFWA with prominent sponsorship mentions. Webinars are free for AFWA members and offer NASBA CPE Credit (minimum 50 minute presentations required)

Social Media Blast (\$500): Promote your message across all of AFWA National's social media networks, including Facebook, Twitter, Instagram, and LinkedIn. Include an image and link back to your content.

Accountability Ad: Accountability is a twice monthly publication, which allows for your company message to be displayed prominently throughout, reaching the subscribers of the eNewsletter with each send.

- A. Leaderboard Banner (600x90px) - \$3,500/Quarter
- B. Top Banner (600x90px) - \$3,000/Quarter
- C. Box Banners (300x250px | 2 Available) - \$2,500/Quarter
- D. Bottom Banner (600x90px) - \$2,000/Quarter

Email to Members (\$500): Your custom message sent directly AFWA member inboxes. Messages are scheduled and sent by AFWA.

Membership Invoice Insert (\$700 for 6 months, \$1000 for 12 months): Insert your costume brochure or flyer into each AFWA membership renewal invoice mailed to AFWA members throughout the year

Articles and Content: Original content on AFWA.org drives traffic to the website and provides value for our members. AFWA Members and partners may submit original articles for posting on AFWA.org (*following review and approval*)

Career Center (*pricing varies*): AFWA's Career Center job board offers a national reach for your job postings. Separate set up required – may not be included within the partnership package.



AFWA Premiere Partner Program

| Bronze | Silver | Gold | Platinum |
|-------------------------------------|---|--|--|
| \$1,000 | \$2,500 | \$5,000 | \$10,000 + |
| Featured Resource Directory Listing | Featured Resource Directory Listing | Featured Resource Directory Listing | Featured Resource Directory Listing |
| Premium Memberships (1) | Premium Memberships (2) | Premium Memberships (3) | Premium Memberships (4) |
| Guest Articles (2) | Guest Articles (4) | Guest Articles (6) | Guest Articles (8) |
| Custom Email (1) | Custom Email (1) | Custom Email (2) | Custom Email (3) |
| Homepage Logo Ad | Homepage Logo Ad | Homepage Logo Ad | Homepage Logo Ad |
| Logo on Corporate Partner Page | Logo on Corporate Partner Page | Logo on Corporate Partner Page | Logo on Corporate Partner Page |
| Social Media Shares (2) | Social Media Shares (3) | Social Media Shares (4) | Social Media Shares (5) |
| | Women Who Count Partner Recognition | Women Who Count Partner Recognition | Women Who Count Partner Recognition |
| | Conference Program Ad (1/4 Page) | Conference Program Ad (1/2 Page) | Conference Program Ad (Full Page) |
| | Mobile App Listing including conference | Mobile App Listing including Conference | Mobile App Enhanced Listing including Conference |
| | Corporate Membership Discount to Employees (20%) | Corporate Membership Discount to Employees (25%) | Corporate Membership Discount to Employees (30%) |
| | Webcast panelist or custom (1) | Webcast panelist or custom (2) | Webcast panelist or custom (3) |
| | Committee Sponsor/Participation (1) | Committee Sponsor/Participation (2) | Committee Sponsor/Participation (3) |
| | Priority Opportunity in Additional National Events as Created | Priority Opportunity in Additional National Events as Created | Priority Opportunity in Additional National Events as Created |
| | | Partner landing page on AFWA.org | Partner landing page on AFWA.org |
| | | Conference Mobile App Banner Ad | Conference Mobile App Banner Ad |
| | | Full Women Who Count Conference Registration (1) | Full Women Who Count Conference Registration (2) |
| | | Women Who Count Exhibit Space | Women Who Count Exhibit Space |
| | | Women Who Count Corporate Membership Registration Discount (10%) | Women Who Count Corporate Membership Registration Discount (15%) |
| | | Recognition at AFWA Connect.Advance.Lead™ Conference | Recognition at AFWA Connect.Advance.Lead™ Conference |
| | | | Exclusive Company Product Promotion Opportunity |
| | | | Board of Advisors Director position |



PARTNERSHIP COMMITMENT

Let's Go!

Primary Contact Information

| | | |
|---------------|--------|------|
| Company Name: | | |
| Contact Name: | Title: | |
| Phone: | Email: | |
| Address: | | |
| City: | State: | Zip: |

Marketing Contact Information (if different)

| | |
|---------------|--------|
| Contact Name: | Title: |
| Phone: | Email: |

Other Relevant Contact Information

| | |
|---------------|--------|
| Contact Name: | Title: |
| Phone: | Email: |

\$ _____ **Total Commitment**

An invoice may be prepared for payment payable to
Accounting & Financial Women's Alliance
Mailed to 2365 Harrodsburg Rd, Ste A326, Lexington, KY 40504

Payment Policy: Authorized signature signifies commitment to pay for all opportunities as stipulated herein. All requests are final. Full payment must be received in order to receive benefits and recognition. AFWA reserves the right to resell and/ or reassign sponsorship(s) at its sole discretion for reservations that are not paid in full 60 business days prior to the show date/ and/or advertising deadline. Payment must be made in U.S. dollars drawn on a U.S. bank. AFWA is a 501(c)6 tax-exempt organization, tax ID number 36-6108332.

Cancellation Policy: No refunds will be permitted on Conference Partnership after August 1, 2022. There is a 10% processing fee on all refunds.

Benefit Fulfillment: AFWA's ability to deliver on certain elements of the recognition and benefits are based on the date of commitment of your partnership opportunity. Please verify reservation deadlines when submitting your paperwork. It's best to add dates to your calendar as you will not necessarily be notified of production deadlines before they occur.

ADA Regulations: In compliance with ADA regulations, AFWA will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in any programs offered by AFWA.

Right of refusal and renewal: AFWA considers partnerships as an extension of the AFWA brand. In the interest of protecting our valuable brand, AFWA reserves the right to decline initiating or renewing any partnership for any reason.