

Access to 1500+ Accounting and Finance Women



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD

2018 PARTNERSHIP GUIDE

Build your business
and your brand with AFWA



AFWA.org



2018 PARTNERSHIP GUIDE

Thousands of professional women in accounting and finance are at your fingertips. Start connecting today!

We would love to discuss a strategy that fits your business to help promote your services or products to this growing group of women.

From hard working student, to aspiring entry-level, to seasoned professional, The Accounting & Financial Women’s Alliance (AFWA) is proud to develop and support women in accounting and finance throughout their careers. We offer our members technical education to keep them competitive and savvy skill development to empower their potential. Most importantly, we connect our members with a nationwide network of motivated and inspiring women who will share in their career journeys together.

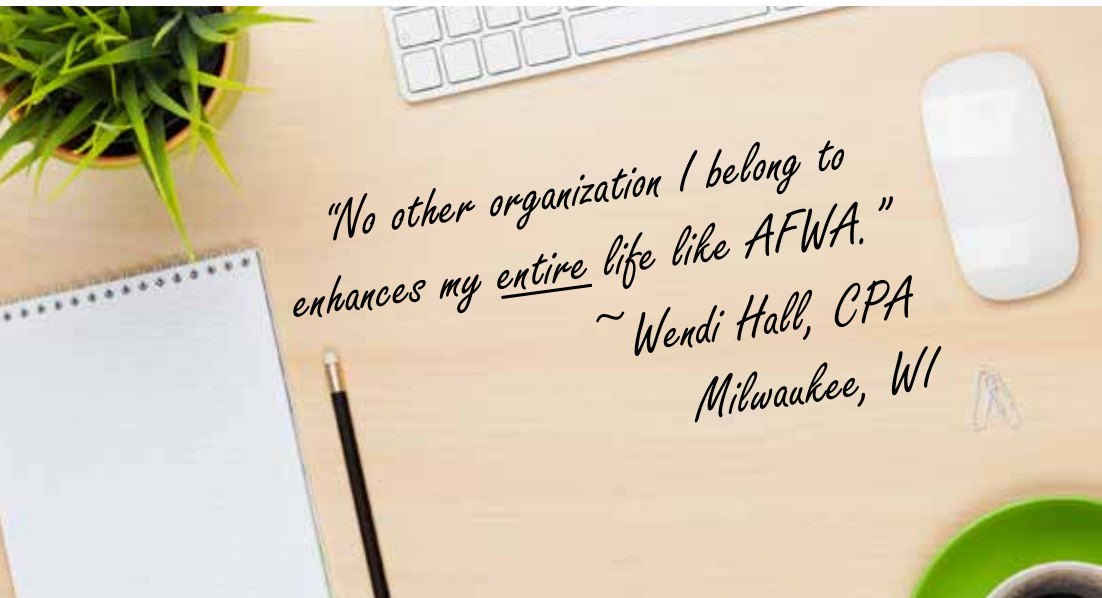
Our [more than 1,500 AFWA members](#) are located around the country, in [more than 60 chapters](#) in more than [30 states](#). Let’s connect you with these professionals.

CONTENTS

PARTNERSHIP CONTACT:
Cindy Stanley
Executive Director
e: cindy.stanley@afwa.org
p: 859-219-3590

PARTNERSHIP FULFILLMENT CONTACT:
Debi Williams
Director of Operations
e: Deborah.Williams@afwa.org

> AFWA by the Numbers	3
> Corporate Partner Overview	4
> Ready for You Packages	5
> Build Your Own	6
> Women Who Count Conference Overview	8
> Conference: Ready for You	10
> Conference: Build Your Own	11
> Partnership Worksheet	13
> Commitment Form	14



CONNECT WITH AFWA



/AFWANational



@AFWANational



Company page and group



@AFWANational



AFWA BY THE NUMBERS

Chapters



- Ames, IA
- Atlanta, GA
- Baltimore, MD
- Bellevue, WA
- Billings, MT
- Birmingham, AL
- Buffalo, NY
- Casper, WY
- Central Arkansas
- Central Florida
- Central New York
- Chattanooga, TN
- Dallas, TX
- Denver, CO
- Des Moines, IA
- DFW/Mid Cities, TX
- District of Columbia
- East Bay, CA
- El Paso, TX
- Flagstaff, AZ
- Fort Walton Beach, FL
- Fort Worth, TX
- Grand Rapids, MI
- Greenville, SC
- Houston, TX
- Huntsville, AL
- Indianapolis, IN
- Jackson, MS
- Kansas City, KS
- Knoxville, TN
- Kokomo, IN
- Los Angeles, CA
- Louisville, KY
- Marion, IN
- Mesa East Valley, AZ
- Minneapolis, MN
- Mississippi State
- Nashville, TN
- New Orleans, LA
- New York, NY
- Northeast Florida
- Oklahoma City, OK
- Omaha, NE
- Orange County, CA
- Philadelphia, PA
- Phoenix, AZ
- Richmond, VA
- Sacramento, CA
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Santa Barbara, CA
- Seattle, WA
- Silicon Valley, CA
- Spokane, WA
- Springfield, MO
- Tacoma, WA
- Tampa, FL
- Troy, MI
- Tulsa, OK
- University North Florida
- West Alabama
- West Palm Beach, FL
- Wichita, KS



AFWA CORPORATE PARTNER PROGRAM

AFWA is breaking the mold - one size fits all packages do not actually fit all!

Our Corporate Partner Program allows businesses and firms of all sizes to customize the scale and scope of a package that best fits their needs. Whether a one-time opportunity or a year long plan - we want to work with you!

We recognize this partnership as mutual - notice throughout this guide, the exclusive partnership benefits you'll receive as well as the metrics we'll provide to help you measure your success. Our partners' products and services help our members become more effective and efficient in their day-to-day, earn or maintain valuable professional certifications, grow their businesses, and contribute to their overall personal and professional success. In return you'll build brand recognition among a nationwide network of business owners, decision makers, and women poised for advancement.

BENEFITS TAILORED TO YOUR BUSINESS GOALS

BUILD YOUR OWN

View our complete menu of exposure opportunities to build your own package with the items that will best deliver your desired results

- Build a Corporate Partner or Conference Sponsor packet up to any dollar amount
- Perfect for smaller firms or businesses with specific goals
- Use the enclosed worksheet to help organize your package

OR

READY FOR YOU

View our pre-packaged levels for year-round corporate partnership or national conference sponsorship

- Packages include AFWA Memberships and/or National Conference Registration
- More opportunity to submit content

CORPORATE PARTNERSHIP LEVELS

All Corporate Partners will receive the following:

- Company Listing with hyperlink on the Corporate Partner page of AFWA.org
- VIP status at the AFWA National Conference
- Company logo and hyperlink in AFWA's monthly Accountability newsletter (Gold or higher)
- Special recognition in AFWA's Annual Impact Report

CORPORATE PARTNER LEVEL	TOTAL INVESTMENT
C-Suite	\$10,000+
Leadership	\$5,000+
Gold	\$2,500+
Silver	\$1,500+
Bronze	Up to \$1,499

READY FOR YOU PACKAGES

Year Round Exposure

The following packages have been prepared to offer your business maximum opportunity throughout the year. Substitutions are available to prepare a package best suited for you.

	ROI METRICS	C-SUITE \$10,000	LEADERSHIP \$5,000	GOLD \$2,500	SILVER \$1,500
OUTREACH AND COMMUNICATIONS					
Exclusive email sent to AFWA membership	<ul style="list-style-type: none"> Email Open Rate Click Through Rate 	2 per year	1 per year		
Website banner ad for 1 year	<ul style="list-style-type: none"> Click throughs Website traffic data 	X	X		
Original content shared via website, social, and Accountability	<ul style="list-style-type: none"> Readership #s Email #s Unique visitors Shares via social media 	4 pieces	3 pieces	2 pieces	1 piece
MEMBERSHIP AND EDUCATION					
Sponsorship of AFWA webinars – educational content only	<ul style="list-style-type: none"> Webinar registration Webinar Participation 	2 per year	1 per year		
National Memberships for Employees	<ul style="list-style-type: none"> Memberships filled Employee Member engagement # participating in local chapters 	10	5	1	
FOUNDATION PARTNERSHIP					
Scholarship in Company's Name/ specified purpose	<ul style="list-style-type: none"> Applications received Downloads 	\$1,000 Scholarship	\$500 Scholarship		
Foundation quarterly banner ad	<ul style="list-style-type: none"> Click throughs Website traffic data 	2 per year	1 per year		
NATIONAL CONFERENCE AND EVENTS					
Conference Exhibit Space	<ul style="list-style-type: none"> Attendance Follow-up communication 	Prime location	Prime Location	X	
Conference Program Ad	<ul style="list-style-type: none"> Conference Attendance 	Full Page, cover choice	Full Page	Half Page	Half Page
Mobile App Enhanced Listing	<ul style="list-style-type: none"> App Downloads 	X	X	X	X
Mobile App Banner Ad	<ul style="list-style-type: none"> Ad views Engagement 	1	1		
Full Conference Registrations	<ul style="list-style-type: none"> Attendee engagement 	3	2	1	1
Keynote Sponsor	<ul style="list-style-type: none"> Session attendance 	X			
Priority opportunity in additional national events as created		X	X	X	X

Note: Chapter dues are not a part of the corporate membership program; they are additional and vary by location. If chapter membership is also desired, National Headquarters can coordinate the process.

BUILD YOUR OWN

Media and Publications

The next few pages offer a variety of opportunities for you to place your name in front of AFWA members across the country. Pick and choose from these year-round and conference related activities to build a partnership best suited for your goals - and be recognized for the sponsor level you attain!

♥ OPPORTUNITY	DESCRIPTION	INVESTMENT
AFWA.org Banner Ads	Display your company's message with a link to your landing page for all visitors to AFWA.org. Our website averages nearly 5,000 visits each month	\$500 / 3 months
Webinars	Your business can benefit by distributing an educational message directly and personally to AFWA members. Webinar content is subject to review and approval, and must include valuable educational content to attendees. Webinars must be scheduled at least 6 weeks in advance. A promotional calendar, including email marketing, and social media will be prepared and presented by AFWA Headquarters.	\$900
Social Media Blast	AFWA has an active following of members and professionals on Facebook, LinkedIn, Twitter. Your brand's content will be shared throughout these channels, reaching up to 600 LinkedIn followers, 1,500 Facebook followers, and 650 Twitter followers (and growing!).	\$500
Accountability eNewsletter	AFWA's monthly eNewsletter is sent to more than 2,500 contacts on the second Thursday of every month. The newsletter provides insight into happenings with AFWA, as well as professional and industry related content provided by members and partners. Contact us for the editorial calendar.	Banner ad: \$200/issue \$500/3 months
Leaders Ledger eNewsletter	Monthly eNewsletter sent on the fourth Monday of the month to all AFWA Chapter Leaders. This newsletter holds important updates and tips to help Chapter Leaders grow and manage their Chapters. Reach Leaders of 70 nationwide local chapters. Contact us for the editorial calendar.	Banner ad: \$150/issue \$400/3 months
Foundation Qtly eNewsletter	The Foundation of AFWA publishes a quarterly eNewsletter sent to more than 2,500 contacts. This publication includes news and updates from The Foundation including Fundraising events, open scholarships, and scholarship recipients.	Banner ad: \$150/issue
Leaps & Bounds eNewsletter	Leaps & Bounds is a quarterly eNewsletter sent to AFWA Members 35 years old and younger (approx. 300 members). This publication includes content relevant to our young professional members.	Banner ad: \$150/issue
Membership Invoice Insert	Members receive an annual mailed invoice for their membership renewal. Get your message in front of our members throughout the year. These won't be missed or go into the spam box! Printing specifications will be provided and print material must arrive to AFWA Headquarters 3 weeks before scheduled insertion.	\$700 / 6 months \$1,000 / 12 months

BUILD YOUR OWN

Leadership Opportunities

♥	OPPORTUNITY	DESCRIPTION	INVESTMENT
	Executive Committee Winter Meeting	Each January our National Executive Committee meets to discuss strategic direction, new program ideas and make plans for the upcoming year. By sponsoring this annual meeting, two representatives will be invited to meals with the executive committee and spend two hours providing expertise or educational programming to our leaders on a topic of interest to the association. The sponsor will also be recognized in our social media feeds, in the organization’s annual report and on AFWA.org	\$2,500
	Spring National Board and Foundation Board Meetings	Held in May or June each year, in conjunction with a local chapter meeting or conference, both the National and Foundation boards meet to begin transitions from the current board to the next board that starts in July. These meetings provide our leadership the opportunity to close out business and look ahead to initiatives for the next year. For sponsoring this event, your company can have up to two representatives attend meals and provide up to one hour of expertise or educational programming on a topic of interest to the association. Sponsors will be recognized in meeting signage, social media and on AFWA.org as well as our annual report.	\$2,000
	Fall National Board and Foundation Board Meetings	Held in conjunction with the national conference in October each year, the National and Foundation boards meet to go over progress on initiatives, governance needs and priorities for the next 6-8 months. For sponsoring this event, your company will receive a full conference registration pass for 1 representative, opportunity to provide a presentation at the lunch during the board meetings, and invited to the board’s evening meal. Sponsors will be recognized in conference signage and program, receive a 1/4 page conference program ad, recognized in the annual report and in social media.	\$2,000
	LEAP Council (Young Professionals)	The LEAP Council is a group of 10 emerging professionals who provide the national board and headquarters with their perspective in an advisory role. The group meets in person once during the national conference and via phone at least 8 times a year. The LEAP Council sponsor will receive a one day pass for the national conference during which one representative can meet with the LEAP Council to discuss emerging professional issues and provide educational content for 1 hour. The representative will participate in the national conference during that day and sit with the LEAP Council at that day’s lunch event. Throughout the year, the sponsor has the opportunity to serve as a resource for the select group, allowing them to access them to answer questions and brainstorm ideas. Sponsors will be recognized in conference signage and program, be recognized in the annual report, on the LEAP Council annual application, and in social media.	\$1,500

"It is a professional organization of amazing and supportive women who demonstrate an interest in my success and advancement."

~ Darcelle Dixon-Hunt, Los Angeles.





SPONSOR & EXHIBITOR OPPORTUNITY



October 28-30, 2018

Kansas City, MO

WomenWhoCount.com

THREE WAYS TO SPONSOR

1. With an AFWA Corporate Partner Package
2. With a Ready-for-You Package
3. With a Build Your Own Package

AS A CONFERENCE SPONSOR...

No matter your investment level, all conference sponsors will receive the following:

- Sponsor or exhibitor ribbon for your conference name badge
- Basic sponsor or exhibitor listing in the Conference Mobile App
- Logo placement or exhibitor description in the Conference Program
- Logo placement on the Conference Website
- Attending sponsors and exhibitors will have access to engage via the conference mobile app

In addition, all exhibitors will receive

- Attendee mailing list 30 days prior to the conference and immediately following the conference
- Opportunity to include a flyer or promotional item in the conference bags



WHAT IS THE WOMEN WHO COUNT CONFERENCE?

AFWA's Women Who Count Conference will bring together hundreds of accounting and finance professionals from across the country. The event offers technical education to keep attendees competitive, professional development courses to empower their potential, and connection opportunities to build powerful business networks.

Our attendees are engaged and ready to network. Get quality face-time and make valuable connections with this attentive (and fun!) audience.

WHO ATTENDS?

From emerging leaders to experienced industry professionals, this conference will see a wide array of experience and industry expertise.

Employment (2017 Conference attendees):



On the Ladder (AFWA Members)



Top Areas of Practice Among AFWA Members

Accounting // Tax // Financial Analysis
 Accounts Receivable and Payable // Bookkeeping
 Auditing // Payroll // Operations // Government

CONFERENCE OVERVIEW *(as of January 2018 - subject to change)*

SATURDAY 10/27
 AFWA Board Meetings

SUNDAY 10/28
 8:30a - 5:30p Sessions
 Chapter leader and professional development
 6:30p - Opening Reception

MONDAY 10/29
 7:30a - 5:00p - Sessions
 2 keynote sessions
 Foundation Fundraising Lunch
 Foundation FUN Night

TUESDAY 10/30
 7:00a-5:00p - Sessions
 2 keynote sessions
 AFWA Women Who Count Awards

**6 Hours dedicated to
 attendee networking with exhibitors!**



AFWA DAY

We are excited to host AFWA Day at the Women Who Count Conference, on Sunday, October 27, 2018!

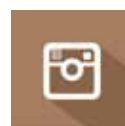
AFWA Day will bring together the leaders (and aspiring leaders) of over 50 local Chapters from across the nation. Chapter Leaders will participate in leadership development, chapter training, and round-table sessions.

**90% of AFWA members are involved
 with a local Chapter.**

Connect with AFWA online for all the latest event updates and more!

AFWA.org/AFWA18

@AFWANational #WomenWhoCount



READY FOR YOU PACKAGES - CONFERENCE

Sponsorship and Exhibitors

These packages have been specifically designed to provide your business the greatest impact throughout the Women Who Count Conference. We'll work closely with you to develop a plan, coordinate deliverables, and ensure you earn the desired return for your investment.

Sponsorship Level	PLATINUM	GOLD	SILVER	BRONZE	EDUCATION <i>(limited availability)</i>
Investment	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000
Opportunity to host an Early Bird or Pre-Conference Session	X				
Exclusive sponsor of the co-branded tote bag	X				
Pre or Post Conference email to all attendees (Oct-Nov)	X	X			
Mobile App Push Notification	X	X			
Mobile App Banner ad (limited daily)	X	X	X		
Conference attendee mailing list (30 days prior to conference and once after the event)	X	X	X		
Partner Showcase booth space (includes 2 exhibit hall only passes)	premium location	premium location	X	X	
Full Conference Registrations	5	5	2	2	1
Conference program ad	Full page	Full page	Full page	1/2 page	1/2 page
Mobile App Enhanced Listing	X	X	X	X	X
Conference Bag stuffer	X	X	X	X	X
VIP status and recognition throughout the event	X	X	X	X	X



BUILD YOUR OWN - CONFERENCE

Sponsorship and Exhibitors

♥	OPPORTUNITY	DESCRIPTION	INVESTMENT
	Exhibit Hall Booth	Exhibit spaces not purchased as part of an event sponsorship are assigned on a first-come, first served basis. Exhibitor space includes one table and two chairs, two exhibitor only passes (includes meals during exhibiting days), and mobile app standard listing. <i>*additional items for both space are available for rental from the exhibit hall vendor</i>	\$1400
	Conference Program Advertising	The Conference Program is distributed to all attendees at registration and will become their guidebook for the conference. All ads are in full color with full bleed.	Full page: \$1000 1/2 page: \$500 1/4 page: \$200 Note pages (logo placement): \$150
	Charging Station	A charging station for phones, tablets and other electronic devices is available in the conference space. This space include the sponsor's ad and message in a digital space.	\$500
	Conference Name Badge Lanyards	Your logoed lanyard will be worn by 200-250 attendees with the required conference name badge.	\$1000 \$500 (with donation of lanyards)
	Conference Mobile App	The Conference Mobile app allows conference attendees to leave their program book behind, and view their session schedule at their finger tips. Attendees engage with other attendees, rate sessions, and post photos. Opportunity includes mobile app splash screen (the opening screen on the mobile app will be conference branded and will include your company's logo and 'brought to you by'), mobile app instructional tent cards in the registration area will include your company's logo, recognition in the conference program as the mobile app sponsor and 1 branded promoted post and 1 branded push notification. <i>Must commit by July 1.</i>	\$1200
	Mobile App Push Notification	Direct message to each mobile app user. Will also include a promoted post of the same message	\$400 \$150 (with booth)
	Mobile App Banner Ad	Display your message at the top of the mobile app for all users to view as they navigate the app	Available with packages only
	Young Professional Event	The conference will include a networking or educational event exclusive for young professional attendees. You will receive recognition on all promotions related to the YP event, logo placement in the Conference program and on signage, a mobile app listing, one day conference pass, and a 2-minute address to happy hour attendees.	\$500
	Energy Breaks	Your company name and information will be present as attendees stop to recharge between sessions with snacks and beverages. All breaks for the day are included in each sponsorship.	\$1000 /break (6 available)

BUILD YOUR OWN - CONFERENCE

Sponsorship and Exhibitors

♥	OPPORTUNITY	DESCRIPTION	INVESTMENT
	Keynote Sessions	The Conference will include several keynote presentations for all attendees. Each sponsor receives name recognition alongside all Keynote promotion, listed in the mobile app, and the program. If you sponsor entire keynote, you will receive logo placement and a 2-minute welcome opportunity at the start of the session.	\$2000 /session \$100 co-sponsor opportunity- limited availability
	Education Supporter	A conference would not be a conference without education sessions. Be a supporter of learning and professional development. Each sponsor receives name recognition alongside all session promotion, listed in the mobile app, and the program.	\$100 co-sponsor opportunity- limited availability
	Conference Tote Bag	Co-branded with AFWA, the conference totebag is given to 200-250 conference attendees. In addition to the logo of your choice placed on the bag	\$2000
	Foundation Fun Night	The Foundation Fun Night is an exciting evening of fun and competition that supports the Foundation of AFWA. This event has included races, trivia, and many more memorable activities. Always a fun event! Your company will receive recognition on all promotions for the event, a listing on the conference mobile app, and a 1/2 page ad in the Conference program, and a 2-minute welcome at the start of the event.	\$3000
	Foundation Fundraising Lunch	The Foundation Fundraising lunch serves as the annual platform for the Foundation of AFWA to promote its mission, recognize scholarship recipients, and acknowledge volunteers. During the lunch, the Foundation will close out its annual silent auction, and host a live auction. Always an inspiring event! Receive a 1/2 page ad in the Conference program, and a 2-minute welcome at the start of the lunch.	\$5000
	AFWA's Women Who Count Awards lunch	The Women Who Count Awards are held annually to recognize women making a difference in their community and industry. Call for nominations occur May-August, and winners are announced during the Awards lunch at the National Conference. You will receive recognition on all promotions during the Call for Nominations time frame, including the nominations packet sent to 2,000+ members and contacts, recognition during the Conference, inclusion in post-event PR, mobile app listing, 1/2 page program ad, and exclusive sponsorship of the Awards breakfast, including a 2-minute welcome at the start of the breakfast.	\$5000
	Fall National Board and Foundation Board Meetings	Held in conjunction with the national conference in October each year, the National and Foundation boards meet to go over progress on initiatives, governance needs and priorities for the next 6-8 months. For sponsoring this event, your company will receive a full conference registration pass for 1 representative, opportunity to provide a presentation at the lunch during the board meetings, and invited to the board's evening meal. Receive a 1/2 page conference program ad, recognized in the annual report and in social media.	\$3000



CORPORATE PARTNER PROGRAM

Worksheet

Select the opportunities best suited to your business below to determine your partnership recognition level. Our Corporate Partner levels offer year-round opportunities for visibility, including during the AFWA National Conference. While our National Conference sponsor levels include only conference related opportunities.

Business Name: _____

READY FOR YOU

CORPORATE PARTNER PACKAGES

Combine year-round and conference opportunities

- C-SUITE \$10,000+
- LEADERSHIP \$5,000+
- GOLD \$2,500+
- SILVER \$1,500+
- BRONZE Up to \$1,499

CONFERENCE SPONSOR PACKAGES

Conference opportunities only

- PLATINUM \$10,000
- GOLD: \$8,000
- SILVER: \$6,000
- BRONZE: \$4,000
- EDUCATION: \$2,000 (3 available)

BUILD YOUR OWN

MEDIA AND PUBLICATIONS

- Website Banner Advertising: \$500
- Webinars: \$900
- Social Media Blast: \$500
- Accountability eNewsletter: \$200/issue
- Accountability eNewsletter: \$500/3 issues
- Leader's Ledger: \$150/issue
- Leader's Ledger: \$400/3 issues
- Foundation Quarterly eNewsletter: \$150/issue
- Leaps & Bounds: \$150/issue
- Invoice Insert 6 months: \$700
- Invoice Insert 12 months: \$1,000

CONFERENCE OPPORTUNITIES

- Partner Showcase Booth: \$1,400
- Awards Lunch: \$5,000
- Foundation Fundraising Lunch: \$5,000
- Young Professionals Event: \$500
- Keynote Session (1): \$2,000
- Conference Program Full Page Ad: \$1,000
- Conference Program Half Page Ad: \$500
- Conference Program Notes Pages: \$150
- Energy Break: \$1,000/break
- Conference Tote Bag: \$2,000
- Charging Station: \$500
- Conference Name Badge Lanyard: \$1,000
- Conference Mobile App: \$1,200
- Mobile App Push Notification: \$400
- Mobile App Push Notification (w/ Booth): \$150

LEADERSHIP OPPORTUNITIES

- Executive Committee Winter Meeting: \$2,500
- Spring Board Meetings: \$2,000
- Fall Board Meetings: \$2,000
- LEAP Council: \$1,500

\$ _____ **Total Investment**



LET'S GO!

PARTNERSHIP COMMITMENT FORM

Primary Contact Information

Company Name:	
Contact Name:	Title:
Phone:	Email:
Address:	
City:	State:
Zip:	Fax:

Marketing Contact Information (if different)

Contact Name:	Title:
Phone:	Email:

Other Relevant Contact Information

Contact Name:	Title:
Phone:	Email:

\$ _____ Total Investment

Payment Information *Your signature below signifies your commitment to pay for all sponsorships as stipulated herein*

<input type="checkbox"/> Please Invoice me	Check (Payable to AFWA): Check # _____
Total Purchase: \$ _____	Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX
CC#:	Exp. Date:
Name on Card:	
Signature:	

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, 2018. 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.