



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

2017 CONNECTION GUIDE

Build your business
and your brand with AFWA



AFWA.org



2017 CONNECTION 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 2,000 AFWA members](#) are located around the country, in [more than 65 chapters](#) in [42 states](#). Let’s connect you with these professionals.

PARTNERSHIP CONTACT:

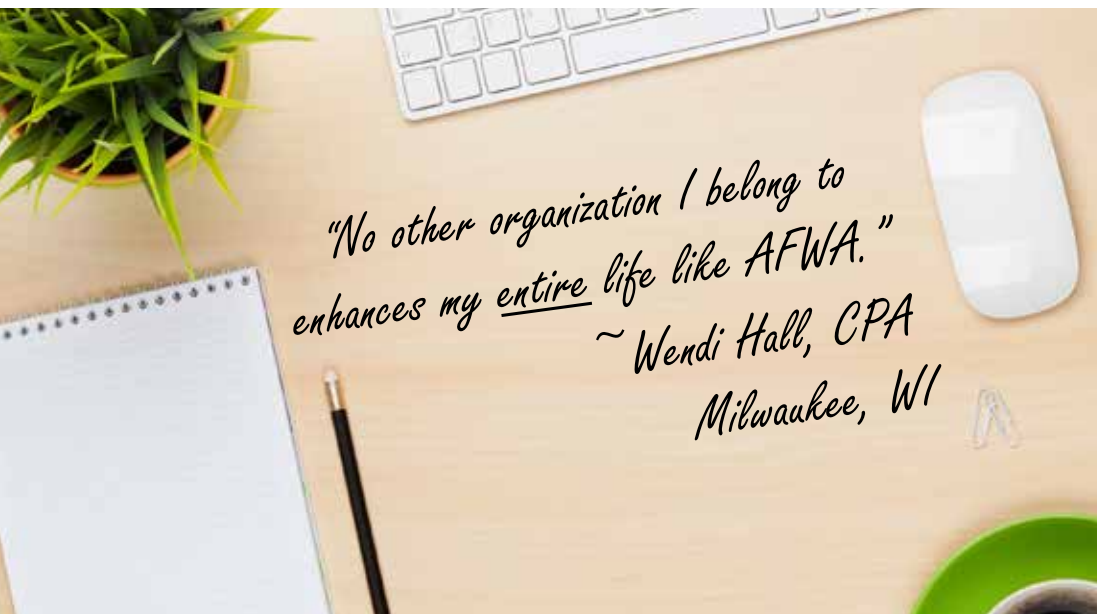
Ericka Harney, CAE, CFRE, GPC, CVA
Executive Director
e: ericka.harney@afwa.org
p: 859-219-3532

PARTNERSHIP FULFILLMENT CONTACT:

Debi Williams
Manager of Marketing and Brand Management
e: Deborah.Williams@afwa.org

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CONNECT WITH AFWA



/AFWANational



@AFWANational



Company page and group

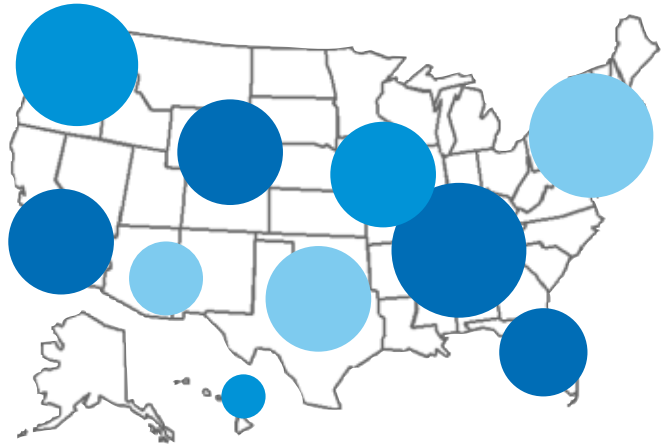


@AFWANational



AFWA BY THE NUMBERS

A network of **2,192*** accounting and finance professionals nationwide.



72* nationwide chapters



Getting Social

AFWA Online Community grew in FY16...
 855 new Email Contacts
 205 new Facebook Followers
 163 new Twitter Followers
 274 new LinkedIn Group Members

396 CPE

hours offered in NASBA year 2015 through local chapter events, national conferences, and webinars



Key Industries

AFWA members represent a wide variety of industries...
 21% Public Accounting
 12% Government/Education/Public Sector
 7% Tax
 5% Finance
 33% Private companies in industry



40 webinars offered by the National Organization on professional development and chapter management

On the ladder**

24% Owner/Sole Practitioner
 8% Executive/C-Level
 27% Director/Manager
 23% Associate/Staff
 18% Other (ex. Student, Retired, Consultant)



29% of members plan to pursue a degree or credential in 2017

96% of members find the National Conference of value to their career

Almost **70%** of members have decision making power for their company or division

*Based on Membership Count as of June 1, 2016

** Based on the 2016 AFWA Membership Survey



AFWA CORPORATE PARTNER PROGRAM

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

Our NEW 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.

CORPORATE PARTNERSHIP LEVELS

| CORPORATE PARTNER LEVEL | TOTAL INVESTMENT |
|-------------------------|------------------|
| C-Suite | \$20,000+ |
| Leadership | \$10,000+ |
| Gold | \$5,000+ |
| Silver | \$2,500+ |
| Bronze | Up to \$2,499 |

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
- Special recognition in AFWA's Annual Impact Report

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





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!

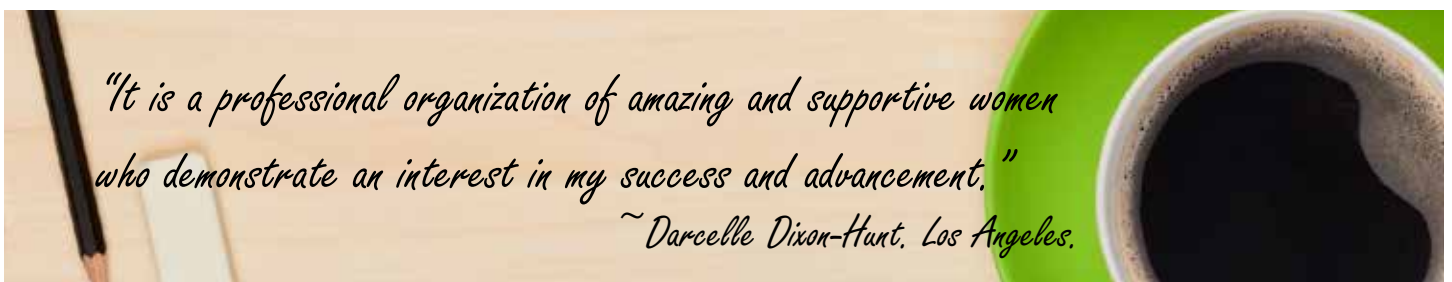
| ♥ OPPORTUNITY | DESCRIPTION | INVESTMENT |
|---|--|---|
| AFWA.org Banner Advertising | Display your company's message with a link to your landing page for all visitors to AFWA.org. Our website averages nearly 5,000 visits each month | \$500 / 3 months |
| Webinars | Your business can benefit by distributing an educational message directly and personally to AFWA members. Webinars will be presented live then made accessible on the AFWA website for up to 6 months. 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. | \$1,250 |
| 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. <i>Content submission available through partner packages.</i> | 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. <i>Content submission available through partner packages.</i> | Banner ad: \$200/issue \$500/3 months |
| Foundation Quarterly 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. <i>Content submission available through partner packages.</i> | Banner ad: \$500/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. | \$750 / 6 months \$1,200 / 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 | \$4,500 |
| | 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. | \$3,000 |
| | 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. | \$3,500 |





BUILD YOUR OWN National Conference



Partner Showcase Booth

\$1,400 investment

Exhibit spaces not purchased as part of an event sponsorship are assigned on a first-come, first served basis. Exhibitor space includes one booth/table (depending on location), two chairs and company identification sign, two exhibit-hall only passes (includes meals during exhibiting days), and mobile app standard listing.

**additional items for both space are available for rental from the exhibit hall vendor*



AFWA's Excellence & Achievement Awards Breakfast **\$5,000 Investment**

The Excellence and Achievement Awards are held annually to recognize women making a difference in their community and industry, and Chapters of AFWA excelling at programming and membership. Call for nominations occur May-August, and winners are announced during the Awards Breakfast at the National Conference. Your company 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, a mobile app listing, 1/2 page conference program ad, and exclusive sponsorship of the Awards breakfast, including a 2-minute welcome at the start of the breakfast.



Foundation Fundraising Lunch

\$5,000 Investment

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 highlight its annual silent auction. Always an inspiring 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 lunch.



Foundation Fun Night

\$3,000 Investment

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.



Young Professionals Happy Hour

\$500 Investment

The conference will include a Happy Hour event exclusive for young professional attendees and guests. You will receive recognition on all promotions related to the YP Happy Hour, logo placement in the National Conference program and on Happy Hour signage, a mobile app listing, and a one day conference pass, and a 2-minute opportunity to address Happy Hour attendees.



Keynote Sessions

\$2,000 investment/session

The Conference will include several keynote presentations for all attendees. In addition to name recognition and logo recognition alongside all Keynote promotion, your company will receive 2-minute welcome opportunity at the start of the session.



BUILD YOUR OWN National Conference



Conference Program Advertising

The National 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

Notes pages (logo placement): \$150



Energy Breaks (3 days available)

\$2,000/day investment

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. In addition to signage at each refreshment table, the sponsor will be listed in the mobile app and on conference sponsor listings.



Conference Tote Bag

\$2,500 investment



Co-branded with AFWA, the conference totebag is given to 200-2500 conference attendees. In addition to the logo of your choice placed on the bag, the conference tote bag sponsor is listed in the mobile app and on conference sponsor listings. *Based on availability. Also sold as a part of the Partner Showcase Conference Sponsorship*



Charging Station

\$500 investment

A charging station for phones, tablets and other electronic devices is available in the conference space. This space include the sponsor's logo and message in a digital space. In addition, the charging station sponsor will be listed in the mobile app and on conference sponsor listings.



Conference Name Badge Lanyard

**\$1,000 investment or
\$500 and donation of lanyards**

Your logoed lanyard will be worn by 200-250 attendees with the required conference name badge. In addition to the logo of your choice placed on the lanyard, the conference name badge lanyard sponsor is listed in the mobile app and on conference sponsor listings.

Conference Mobile App

\$1,300 investment

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. *Must commit by July 1.*



Mobile App Push Notification

\$400 investment

\$150 with purchase of a Partner Showcase Booth

Direct message to each mobile app user. Will also include a promoted post of the same message.

Mobile App Promoted Post

\$250 investment

Your message, which may include an image and link to your website or conference session, will sit at the top of the mobile app news feed for 1 hour.





READY FOR YOU PACKAGES

YEAR ROUND EXPOSURE

| | ROI METRICS | C-SUITE \$20,000 | LEADERSHIP \$10,000 | GOLD \$5,000 | SILVER \$2,500 |
|---|---|-------------------------|------------------------|-------------------|-------------------|
| OUTREACH AND COMMUNICATIONS | | | | | |
| Exclusive email sent to AFWA membership | <ul style="list-style-type: none"> Email Open Rate Click Through Rate | 3 per year | 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 | | |
| <i>Accountability</i> educational content | <ul style="list-style-type: none"> Readership #s Email #s | 4 issues | 3 issues | 2 issues | 1 issue |
| Website blog posts with social media marketing | <ul style="list-style-type: none"> Unique visitors Shares via social media | 3 per year | 2 per year | 1 per year | |
| MEMBERSHIP AND EDUCATION | | | | | |
| Sponsorship of AFWA webinars – educational content only | <ul style="list-style-type: none"> Webinar registration Webinar Participation | 3 per year | 3 per year | 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 | 20 | 10 | 4 | 2 |
| FOUNDATION PARTNERSHIP | | | | | |
| Scholarship in Company's Name/ specified purpose | <ul style="list-style-type: none"> Applications received Downloads | \$4,000 Scholarship | \$2,000 Scholarship | \$500 Scholarship | |
| Foundation quarterly banner ad | <ul style="list-style-type: none"> Click throughs Website traffic data | 4 per year | 3 per year | 2 per year | |
| NATIONAL CONFERENCE AND EVENTS | | | | | |
| Conference Exhibit Space | <ul style="list-style-type: none"> Attendance Follow-up communication | Prime location | Prime Location | X | X |
| Conference Program Ad | <ul style="list-style-type: none"> Conference Attendance | Full Page, cover choice | Full Page | Half Page | Quarter Page |
| Mobile App Enhanced Listing | <ul style="list-style-type: none"> App Downloads | X | X | X | X |
| Mobile App Push Notifications | <ul style="list-style-type: none"> App downloads Engagement | 2 | 1 | | |
| Full Conference Registrations | <ul style="list-style-type: none"> Attendee engagement | 6 | 5 | 2 | 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.



READY FOR YOU PACKAGES

AFWA NATIONAL CONFERENCE

Women Who Count 2017 NATIONAL CONFERENCE

Presented by The Accounting & Financial Women's Alliance

AFWA.org/AFWA17

Nearly 250 accounting and finance professionals from across the country will come together for three days of networking and education, this **October 28-30 in Washington D.C.**

Get quality face-time and make valuable connections with this attentive (and fun!) audience.

AS A CONFERENCE SPONSOR...

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

- Sponsor ribbon for your conference name badge
- Basic listing in the Conference Mobile App
- Logo placement in the Conference Program
- Logo placement on the Conference Website
- Attending sponsors 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

| Sponsorship Level | PLATINUM | GOLD | SILVER | BRONZE | EDUCATION <i>(limited availability)</i> |
|--|---|------------------|-----------|----------|--|
| Investment |  SOLD OUT | \$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 Promoted Post or Poll Question | X | X | X | | |
| Partner Showcase booth space <i>(includes 2 exhibit hall only passes)</i> | 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 |



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: _____

BUILD YOUR OWN

MEDIA AND PUBLICATIONS

- Website Banner Advertising: \$500
- Webinars: \$1,250
- Social Media Blast: \$500
- Accountability eNewsletter: \$200/issue
- Accountability eNewsletter: \$500/3 issues
- Leader's Ledger: \$200/issue
- Leader's Ledger: \$500/3 issues
- Foundation Quarterly eNewsletter: \$500/issue
- Invoice Insert 6 months: \$750
- Invoice Insert 12 months: \$1,200

LEADERSHIP OPPORTUNITIES

- Executive Committee Winter Meeting: \$4,500
- Spring Board Meetings: \$2,000
- Fall Board Meetings: \$3,000
- LEAP Council: \$3,500

CONFERENCE OPPORTUNITIES

- Partner Showcase Booth: \$1,400
- Awards Breakfast: \$5,000
- Foundation Fundraising Lunch: \$5,000
- Young Professionals Happy Hour: \$500
- Keynote Session (1): \$2,000
- Keynote Sessions (2): \$4,000
- Conference Program Full Page Ad: \$1,000
- Conference Program Half Page Ad: \$500
- Conference Program Notes Pages: \$150
- Energy Break (1 day): \$2,000 (3 available)
- SOLD Conference Tote Bag: \$2,500
- Charging Station: \$500
- Conference Name Badge Lanyard: \$1,000
- Conference Mobile App: \$1,300
- Mobile App Push Notification: \$400
- Mobile App Push Notification (w/ Booth): \$150
- Mobile App Promoted Post: \$250

READY FOR YOU

CORPORATE PARTNER PACKAGES

Combine year-round and conference opportunities

- C-SUITE \$20,000+
- LEADERSHIP \$10,000+
- GOLD \$5,000+
- SILVER \$2,500+
- BRONZE Up to \$2,499

CONFERENCE SPONSOR PACKAGES

Conference opportunities only

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

\$ _____ **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: |

See Reverse for Your Menu of Options

\$ _____ Total Investment
 _____ Recognition Level

| CORPORATE PARTNER LEVEL | TOTAL INVESTMENT |
|-------------------------|------------------|
| C-Suite | \$20,000+ |
| Leadership | \$10,000+ |
| Gold | \$5,000+ |
| Silver | \$2,500+ |
| Bronze | Up to \$2,499 |

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 after August 1, 2016. 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.