



CONNECT. ADVANCE. LEAD.

2019 Partnership Guide



Accounting & Financial Women's Alliance Headquarters

PARTNERSHIP CONTACT

Cindy Stanley
AFWA Executive Director

E: cindy.stanley@AFWA.org

P: 859-219-3590

PARTNERSHIP FULFILLMENT CONTACT

Debi Williams
Director of Operations

E: deborah.williams@AFWA.org

E: 859-219-3578

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.

<p>1,500 Nationwide Members</p>	<p>50 Local Chapters <i>(and growing!)</i></p>	<p>43 States represented</p>
<p>53%* Under the age of 36 <small>*Based on approx. 500 members</small></p>	<p>1/3 Public Accounting/Services Industry/NonProfit/Government Education/Student/Services</p>	<p>300 CPE Hours offered annually by Chapters, webinars and the National Conference</p>
<p>LEAP AFWA's Advisory Council of Members 35 and younger</p>	<p>\$100,000 In scholarship awarded by the National organization and local chapters annually</p>	<p>250+ Anticipated at the 2019 Women Who Count National Conference</p>



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.





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.
- **eNewsletter Banner Ad**: Make an impact with a banner ad in one of AFWA's regular eNewsletters
 - **Accountability** (\$200): monthly eNewsletter sent to all AFWA members
 - **Leaps & Bounds** (\$150): quarterly eNewsletter sent to AFWA members 35 years old and younger
 - **Foundation Quarterly** (\$150): quarterly eNewsletter sent to all AFWA members promoting scholarships and initiatives by The Foundation of AFWA
 - **Leader's Ledger** (\$175): monthly eNewsletter sent to all Chapter Leaders
- **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.





CONFERENCE SPONSORSHIP

Women Who Count

Packages

Spotlight Sponsor (\$10,000): Gives your organization the greatest level of exposure and connection before and during the event.

Luncheons & Keynotes (\$6,000): Exclusive sponsorship of one of AFWA's Luncheons or Keynote sessions.

Various Opportunities (\$1,000-\$5,000): From speed networking, to the mobile app, to young professionals, to energy breaks. Packages are available of various sizes and exposures.

Exhibitor (\$1,400): Connect face-to-face with attendees with an exhibit space.

A La Carte

- Conference Program Ad \$800 Full page
\$400 Half page
- Mobile Charging Station \$500
- Conference bag stuffer \$500
- Mobile App Push Note \$400
\$150 with exhibit

Ask to see the 2019 Women Who Count Sponsor & Exhibitor Prospectus for full details on your opportunities.



DETAILS

AFWA's Women Who Count National Conference

October 21-23, 2019

Wyndham Grand Bonnet Creek, Orlando, Florida

Womenwhocount.com

3 Days of networking and education

250+ anticipated attendees

30+ inspiring and informative speakers

7.5 hours of exhibitor networking

Up to 21 hours of CPE

3 educational tracks

Featuring the Women Who Count Awards

Special Chapter and Member recognitions



PARTNERSHIP COMMITMENT

Worksheet

Let us help you customize a package best suited to your needs as a Corporate Partner. This worksheet is just a starting point... we look forward to working with you!

PARTNER PROMOTION		
	Webinar	\$600
	Social Media	\$500
	Accountability	\$200
	Leaps & Bounds	\$150
	Foundation Quarterly	\$150
	Leaders Ledger	\$175
	Email	\$500
	Invoice Insert – 6 mo	\$700
	Invoice Insert – 12 mo	\$1000
	Original Content Submissions to AFWA.org	Opportunity with partnership
	Career Center Job Postings	Discounts available through partnership
	Scholarship to the Foundation of AFWA	\$

WOMEN WHO COUNT CONFERENCE		
	Spotlight Sponsor	\$10,000
	Keynote or Luncheon Sponsor	\$6,000
	Other opportunities – send me details!	
	Exhibitor	\$1,400
	Program Ad – full pg	\$800
	Program Ad – half pg	\$400
	Program Ad – ¼ pg	\$250
	Mobile Charging Station	\$500
	Conference bag stuffer	\$500
	Mobile Push Note	\$400
	Coffee Breaks	\$1,000
	Option to speak – dependent on availability	

Corporate Membership

_____ Please send information on AFWA's Corporate Membership program, offering discounts on membership for 5 employees or more.

Affinity Partnership

_____ Our Company would like to offer a discount and/or revenue share on products and services for members of AFWA

All partners receive

- Logo placement and link to company website on AFWA.org
- Logo placement on AFWA's monthly Accountability eNewsletter
- One time partner 'welcome' social media blast across AFWA's National social networks



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, 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.