



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

Women Who Count

2020 NATIONAL CONFERENCE

October 28-30, 2020
A Virtual Event

SPONSORSHIP & EXHIBITOR PROSPECTUS



Connect with Women Who Count

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

Our attendees are engaged and ready to network. Our virtual platform makes it easier than ever to make valuable connections with this attentive (and fun!) audience.



250+ anticipated attendees



Diverse attendance includes public accounting professionals, industry CFOs and controllers, professors, students, and small business owners.



30% under the age of 36



Members represent 43 states and 50 local chapters and networks



1 in 3 attendees is a leader in her chapter or network

How our sponsors describe Women Who Count...

MOTIVATIONAL POWERFUL exciting collaborative
connections ELECTRIC encouraging ENGAGING
valuable transforming unique inspiring Professional
fun growth SUPPORTIVE generous



Sponsorship Opportunities

All Packages Include

- Recognition as a Conference Sponsor on all pre-event promotions
- Listing or logo in the Conference Program, virtual platform and mobile app
- Opportunity to engage with attendees via the Conference mobile app and virtual platform
- Opportunity include links, materials, blogs, discussions and chat with attendees before and after the Conference
- Access to attendees with our Pre-Conference attendee box
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform, mobile app and social media
- One mobile-app push notification sent to all conference app users during the Conference

Exhibitor | \$950 Investment

- One standard space in the Virtual Exhibit Hall
- Unlimited content on your virtual platform, including links, downloaded materials, giveaways, etc.
- Recognition and sponsor listing as an exhibitor, to include logo on all Conference promotional materials, Conference program, conference mobile app, event website, and virtual platform
- Opportunity to engage with attendees via the Conference mobile app and virtual platform, including discussion boards, private chats and direct product promotion
- Access to attendees with our Pre-Conference attendee box and direct product promotion



We have a variety of sponsorship opportunities available and want you to participate in this exciting event.

Women Who Count Awards Recognition -- This is our premier event to recognize all of our award recipients -- Be our exclusive sponsor

Welcome Reception Event -- a fun interactive event will be planned for this

Entertainment -- We will be contracting for live entertainment and you can be the exclusive sponsor

Keynote Speaker -- Sponsor one of our keynote sessions have the opportunity to speak to our group and introduce the speaker

Chapter Achievement Recognition -- A special event is being planned to recognize our chapter and their leaders

Young Professional Event -- This is an event that is being planned for our young professionals

Foundation of AFWA -- Help our Foundation raise scholarship money with this special event.

Dessert Break -- Everyone needs a break and you can help with this exclusive sponsorship. Desserts with your logo will be pre-mailed to for this event

Gathering Hub -- This is our break room area where our attendees will have an opportunity to interact and meet up with other attendees.

Energy Break -- Sponsor one of our coffee/energy breaks. Exclusive promotion during the break.

Exhibitor -- Be an exhibitor in our trade show and enjoy the many benefits of our virtual platform -- you will love the interaction and its all day long

Sponsorship Opportunities



Women Who Count Awards Recognition **SPONSOR**

\$2,000 Investment

- Exclusive named sponsor of the AFWA Women Who Count Awards Recognition
- 2 full Conference registrations for team members
- Opportunity for a 5 minute address to attendees at the start of the Awards Event
- Participation in sponsor area on our virtual platform
- One full-page ad in the Conference Program
- Distribution of promotional brochure or materials in attendee pre-mailed box
- One Pre-Conference email to attendees, pushed through AFWA, 1-3 week prior to Conference
- One mobile-app push notification sent to all conference app users during the Conference

Welcome Event **SPONSOR**

\$1,000 Investment

- Exclusive named sponsor of the Welcome event for all attendees
- One full Conference registration
- Participation in sponsor area on virtual platform
- Recognition on our website, virtual platform, mobile app and social media
- One full-page ad in the Conference Program
- One Pre-Conference email to attendees, pushed through AFWA, 1-3 week prior to Conference
- One mobile-app push notification sent to all Conference app users during the Conference

Entertainment **SPONSOR**

\$1,000 Investment

We want to kick-off Women Who Count 2020 with a bang! Let's discuss how your company can help make this event memorable.

Keynote **SPONSOR**

\$1,800 Investment

- Exclusive named sponsor of one keynote session
- One full Conference registration
- Opportunity for a 5 minute address to attendees at the start of the Keynote Event
- One full-page ad in the Conference Program
- Distribution of promotional brochure or materials in attendee pre-mailed box
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform, mobile app and social media

Chapter Achievement Recognition **SPONSOR**

\$1,800 Investment

- Exclusive named sponsor of the AFWA Chapter Achievement Event to recognize outstanding chapters
- One full Conference registration
- Opportunity to send a personal note to all chapters winners
- One half page ad in the Conference Program
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform, mobile app and social media
- One mobile-app push notification sent to all Conference app users during the Conference

Sponsorship Opportunities

Young Professional Event **SPONSOR**

\$1,000 Investment

- Sponsor a young professional event such as a game night or an event of your choice
- Invitation to one monthly LEAP Council conference call prior to the Conference to introduce your company
- One full Conference registration
- One quarter page in the Conference program
- One mobile-app push notification sent to all Conference app users during the Conference
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform, mobile app and social media
- One mobile-app push notification sent to all Conference app users during the Conference

The Gathering Hub **SPONSOR**

\$850 per day Investment

- Exclusive named sponsor of the daily gathering hub
- Opportunity to welcome and address attendees at the start of the session.
- Logo on screen during the session.
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform, mobile app and social media
- Special mention in the program schedule and a mobile push notification

Foundation of AFWA Event **SPONSOR**

\$1,500 Investment

- Support the fundraising efforts of The Foundation of AFWA with a sponsorship to offset the cost of the event
- One ticket to the Foundation event
- Full terms of this sponsorship will be specified as event details are set
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform, mobile app and social media
- One mobile-app push notification sent to all Conference app users during the Conference
- One quarter page in the Conference program

Dessert Break **SPONSOR**

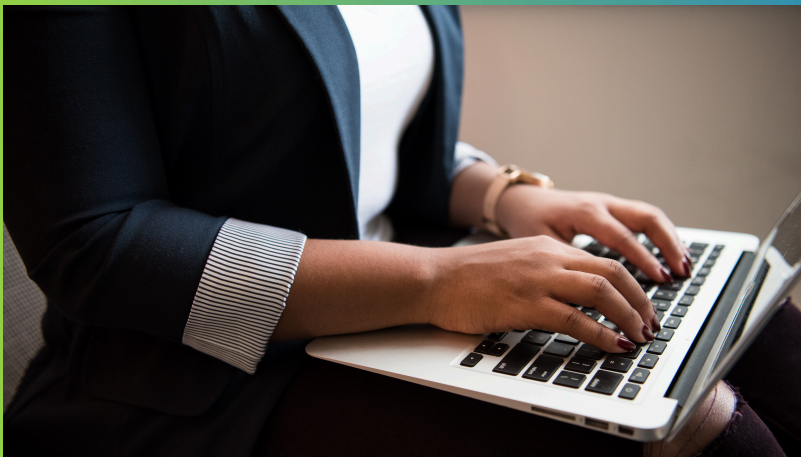
\$1,000 Investment

- Exclusive sponsor of the dessert break (dessert will be pre-mailed to attendees with your logo)
- Recognition during the break
- Special mention in the program schedule and a mobile push notification

Energy Break **SPONSOR**

\$1,000 Investment

- Exclusive named sponsor of one break between sessions
- Special mention in the program schedule and a mobile push notification
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform, mobile app and social media



Sponsorship Opportunities

Additional Opportunities

- Conference Program Ad Full \$500 | Half \$300 | Quarter \$200
- Mobile App Push Notification \$150 | with exhibit or higher \$50
- Conference Box Stuffer \$300
- Education Supporter \$250
- Silent Auction Donation \$50+ value (sponsor provides the item)
- Sponsor an Attendee \$549

Increase Your Impact

Year-Round Advertising

- **Sponsored Webinar** (\$500): 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** (\$400): 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** (\$400): Your custom message sent directly AFWA member inboxes. Messages are scheduled and sent by AFWA.
- **Membership Invoice Insert** (\$600 for 6 months, \$1000 for 12 months): Insert your costume brochure or flyer
- **AFWA Job Board**: visit jobs.afwa.org for pricing

Get Started!

Contact

AFWA Executive Director, Cindy Stanley
e: cindy.stanley@AFWA.org
p: 859-219-3590

womenwhocount.com



Our Commitment

2020 SPONSOR & EXHIBITOR FORM



Women Who Count
2020 NATIONAL CONFERENCE

Company Name:	
Primary Contact:	
Email:	
Phone Number:	
Address:	

	Investment	Selection
Exhibitor	\$950	
Sponsorship		
Awards Luncheon Sponsor	\$2,000	
Welcome Reception	\$1,000	
Entertainment	\$1,000	
Keynote Sponsor	\$1,800	
Chapter Achievement Reception	\$1,800	
Young Professional Event	\$1,000	
Foundation Event	\$1,500	
Dessert Break	\$1,000	
Gathering Hub	\$850	
Energy Break	\$1,000	
Coffee Break	\$1,000	
Additional Opportunities		
Conference Program Ad	\$500 – Full Page	
	\$300 – Half Page	
	\$200 – Quarter Page	
Mobile App Push Notification	\$150	
	\$50 – w/ exhibitor or higher	

	Investment	Selection
Conference Bag Stuffer	\$300	
Education Supporter	\$250	
Sponsor a YP Attendee	\$549	
Additional Attendee Sponsor	\$549	
Year Round Add-Ons		
Sponsored Webinar	\$500	
Social Media Blast	\$400	
eNewsletter Banner Ad		
Accountability	\$200	
Leaps & Bounds	\$150	
Foundation Quarterly	\$150	
Leaders Ledger	\$175	
Email to Members	\$400	
Membership Invoice Insert	\$600 - 6 months	
	\$1,000 - 1 year	
	Total	\$

Thank you for showing your support for Women Who Count! We value your partnership and want to ensure you receive the best results for your investment. All levels of sponsorship are customizable to your goals.

Return your completed commitment form to

AFWA Executive Director, Cindy Stanley
cindy.stanley@AFWA.org | p: 859-219-3590

A separate invoice and agreement specific to your organization will be provided.



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