



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

PARTNERSHIP PROPOSAL

WWW.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
(and growing!)

43
States
Represented

53%
Under the
age of 36

1/3
Public
Accounting/Services/
Industry/Nonprofit/
Government/Education/
Student/Services

300 CPE
Hours offered
annually by
Chapters, webinar
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 & local
chapter annually

250+
Anticipated at the
Women Who Count
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.

YOUR PARTNERSHIP CONSIST OF:

(Varies based on level of package)

Company Participation *(Board, Committee, Panelist)*

App Communications Pieces *(Banner Ad, Listing)*

Email Communications *(Custom Email)*

Social Media Communications *(Postings)*

Website & Logo Communications & Placement

Priority Participation at Events *(Special Recognition)*

National Conference Ads *(Full-Quarter Page)*

National Conference Registrations *(Full Registrations)*

National Conference Exhibit Space *(\$1500 savings)*

Membership Benefits *(Discount on programs)*

Free Memberships *(Up to 4 free!)*

Discounted Membership for Employees *(Up to 30% off)*

PLATINUM \$10,000+ PARTNERSHIP PRICING PACKAGE

Company Participation

- Board of Advisors Director position
- Committee Sponsor/Participation (3)
- Webcast panelist or custom (3)

Communication Pieces (App)

- Banner Ad - Conference
- Enhanced Listing
- Enhanced Listing - Conference

Communication Pieces (Email)

- Custom Email (3)
- Exclusive Company Product Promotion Opportunity (1)

Communication Pieces (Print)

- Guest Articles (8)

Communication Pieces (Social)

- Social Media Shares (5)

Communication Pieces (Website)

- Featured Resource Directory Listing
- Homepage Logo Ad
- Logo on Corporate Partner Page
- Partner landing page on AFWA.org

Events - Priority Participation

- Connect.Advance.Lead™ Conference Recognition
- Women Who Count Conference Program Ad (Full Page)
- Women Who Count Conference Registration (2 Full Conferences)
- Women Who Count Corporate Membership Registration Discount (15%)
- Women Who Count Exhibit Space
- Women Who Count Partner Recognition

Membership Benefits

- Corporate Membership Discount to Employees (30%)
- Premium Memberships (4)



GOLD \$5,000 PARTNERSHIP PRICING PACKAGE

Company Participation

- Committee Sponsor/Participation (2)
- Webcast panelist or custom (2)

Communication Pieces (App)

- Banner Ad - Conference
- Enhanced Listing
- Enhanced Listing - Conference

Communication Pieces (Email)

- Custom Email (2)

Communication Pieces (Print)

- Guest Articles (6)

Communication Pieces (Social)

- Social Media Shares (4)

Communication Pieces (Website)

- Featured Resource Directory Listing
- Homepage Logo Ad
- Logo on Corporate Partner Page
- Partner landing page on AFWA.org

Events - Priority Participation

- Connect.Advance.Lead™ Conference Recognition
- Women Who Count Conference Program Ad (Half Page)
- Women Who Count Conference Registration (1 Full Conferences)
- Women Who Count Corporate Membership Registration Discount (10%)
- Women Who Count Exhibit Space
- Women Who Count Partner Recognition

Membership Benefits

- Corporate Membership Discount to Employees (25%)
- Premium Memberships (3)



SILVER \$2,500 PARTNERSHIP PRICING PACKAGE

Company Participation

- Committee Sponsor/Participation (1)
- Webcast panelist or custom (1)

Communication Pieces (App)

- Banner Ad - Conference
- Enhanced Listing
- Enhanced Listing - Conference

Communication Pieces (Email)

- Custom Email (1)

Communication Pieces (Print)

- Guest Articles (4)

Communication Pieces (Social)

- Social Media Shares (3)

Communication Pieces (Website)

- Featured Resource Directory Listing
- Homepage Logo Ad
- Logo on Corporate Partner Page
- Partner landing page on AFWA.org

Events - Priority Participation

- Women Who Count Conference Program Ad (Quarter Page)
- Women Who Count Partner Recognition

Membership Benefits

- Corporate Membership Discount to Employees (20%)
- Premium Memberships (2)



BRONZE \$1,000 PARTNERSHIP PRICING PACKAGE

Communication Pieces (Email)

- Custom Email (1)

Communication Pieces (Print)

- Guest Articles (2)

Communication Pieces (Social)

- Social Media Shares (2)

Communication Pieces (Website)

- Featured Resource Directory Listing
- Homepage Logo Ad
- Logo on Corporate Partner Page

Events - Priority Participation

- Women Who Count Conference Program Ad (Quarter Page)
- Women Who Count Partner Recognition

Membership Benefits

- Premium Memberships (1)



PARTNERSHIP COMMITMENT

Platinum \$10,000 ☐ Gold \$5,000 ☐ Silver \$2,500 ☐ Bronze \$1,000 ☐

Primary Contact Information:

Company Name _____

Contact Name _____

Contact Title _____

Contact Phone _____

Contact Email _____

Address _____

City, State & Zip _____

Marketing Contact Information: *(If different.)*

Contact Name _____

Contact Title _____

Contact Phone _____

Contact Email _____

Additional Contact Information: *(If needed.)*

Contact Name _____

Contact Title _____

Contact Phone _____

Contact Email _____



THANK YOU!

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 AFWA Partnership.

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

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Accounting & Financial Women's Alliance

YOUR PARTNERSHIP TEAM



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