



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

**Emerging
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 CONSISTS OF:

(Varies based on level of package)

Company Participation *(Board, Committee, Panelist)*

App Communications Pieces *(Banner Ad, Listing \$500 savings each)*

Email Communications *(Custom Email \$500 savings each email)*

Social Media Communications *(Postings \$500 each posting)*

Website & Logo Communications & Placement *(\$500 each)*

Priority Participation at Events *(Special Recognition)*

National Conference Ads *(Full-Quarter Page \$800 savings)*

National Conference Registrations *(Full Registrations \$1700)*

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

Membership Benefits *(Discount on programs)*

Free Memberships *(Up to 4 free \$796 savings)*

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 Registration)
- Women Who Count Conference Registration Discount (15%)
- Women Who Count Conference Exhibit Space
- Women Who Count Conference 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 Conference Registration)
- Women Who Count Conference Registration Discount (10%)
- Women Who Count Conference Exhibit Space
- Women Who Count Conference 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 Conference 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 Conference 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 FOR YOUR INTEREST!

PARTNERSHIP POLICIES

Payment Policy: Upon successful negotiation of an agreement, full payment must be received within 30 days of contract execution. 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 from the contract execution. 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 Partnerships.

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. AFWA will meet regularly with our partners to ensure all deliverables agreed upon are scheduled and received by the partner.

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.

Upon acceptance of an agreement an invoice will be prepared for payment payable to:

Accounting & Financial Women's Alliance

Mailed to: 2365 Harrodsburg Rd, Ste A326, Lexington, KY 40504

WWW.AFWA.ORG





Accounting & Financial Women's Alliance

YOUR PARTNERSHIP TEAM



Cindy Stanley, CAE, AFWA Executive Director
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Shane Schaefer, Director of Events & Education
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Pheobie Hanover, Membership Manager
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