



## SPONSORSHIP OPPORTUNITIES

### WHY SPONSOR AWT?

- Marketing:** Raise your company's visibility with AWT's demographic of successful professionals with both corporate and personal buying power.
- Recruiting:** Promote your company as a desirable employer. AWT's members are experts in their fields and are looking for advancement.
- Community:** Improve your company's image as a good corporate citizen and a true "Austinite" who is engaged with the local scene.
- DEI Focused:** Showcase your company's dedication to Diversity, Equity and Inclusion and showcase sponsors who also share in this initiative.
- Tax-Free:** Your Company's donation to AWT is a tax-free charitable contribution. AWT is a 501(c)(3) non-profit that is run entirely by volunteers.

### ABOUT AWT

Our mission is to cultivate a community of women interested in technology and to foster their professional and personal success by providing opportunities to **connect**, **learn**, **grow**, and **lead**.

- **Connect:** AWT provides opportunities for meaningful connections with like-minded professionals
- **Learn:** Our Intelligent Conversations events bring in subject matter experts to discuss emerging technologies and trends in the technology industry
- **Grow:** Our Intelligent Conversations events provide the opportunity to learn about both technology and softer skills, like leadership and management
- **Lead:** AWT offers members volunteer roles on committees, and provides the opportunity to join the Board to enhance leadership skills

### WHY WOMEN JOIN AWT

- Associate with inquisitive, intelligent and like-minded women
- Learn from speakers at the events, many of who are leaders in the Austin Tech Community
- Keep connections active with our online communities (AWT Website, LinkedIn, Slack channel, Facebook, and Twitter)
- Gain access to Executives, Entrepreneurs and Leaders in the Austin Tech Scene
- Establish connections and build long-term relationships
- Impact others (be a mentor) / be impacted by others (be mentored)
- Develop leadership skills and share personal visions for the organization by participating on an AWT committee (volunteering)
- Support local organizations impacting the Austin community – Dress for Success | GirlStart and other local organizations
- Enjoy a supportive, relaxed and fun environment
- To attend informative educational sessions via Intelligent Conversations, Networking Happy Hours, Speed Mentoring, Innotech Austin Conference

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Interested in becoming an AWT sponsor? Contact [sponsorship@awtaustin.org](mailto:sponsorship@awtaustin.org)



## ANNUAL SPONSORSHIP LEVELS

Austin Women in Technology offers companies distinct and affordable sponsorship levels. Each level offers company visibility and access to a thriving group of members and leaders in Austin's Tech Community.

<b>Benefits &amp; Recognition</b>	<b>Diamond ≥ \$5,000</b>	<b>Emerald \$2500</b>	<b>Platinum \$1000</b>	<b>Gold \$750</b>	<b>Silver \$500</b>	<b>Bronze \$250</b>
<b>Your company logo listed with sponsorship level on AWT website</b>	YES	YES	YES	YES	YES	YES
<b>Proud Sponsor of Austin Women in Technology Badge</b>	YES	YES	YES	YES	–	–
<b>One free year of membership for set number of individuals</b> <i>All members gain access to AWT's slack channel</i>	20	15	10	4	2	0
<b>Sole sponsor for one of AWT's flagship events (Grow)</b>	YES	–	–	–	–	–
<b>Sole sponsor for one of AWT's Connect or Learn events</b>	–	YES	–	–	–	–
<b>Co-Sponsor for one of AWT's Connect or Learn events</b>	–	–	YES	YES	YES	YES
<b>Your company logo featured on all marketing materials for sponsored AWT event</b>	YES	YES	YES	YES	YES	YES
<b>Verbal recognition at sponsored AWT event</b>	YES	YES	YES	YES	YES	YES
<b>Distribution of your company branded items at sponsored AWT event</b>	YES	YES	YES	–	–	–
<b>Speaking time at sponsored AWT event</b>	10-min	5-min	5-min	–	–	–

**IN-KIND DONATIONS:** If you are a business owner that wants to donate food or alcohol to AWT, you will receive the same benefits as the level that the product is valued. For example, if you donate \$500 worth of food, you will be considered a Silver sponsor and receive all benefits of a Silver sponsor. You will only receive the benefits of a Platinum or higher sponsorship if your donation covers 50% or more of the total event costs.

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# **SPONSORSHIP FAQs**

## **What if I want to donate to AWT, but I don't want any of the sponsorship benefits?**

We accept donations that aren't directly associated with sponsorship benefits. To make a donation, visit <https://www.awtaustin.org/donate>. Note, to receive sponsorship benefits, you must contact AWT sponsorship and go through the onboarding process before officially becoming a sponsor. If you are donating at the Platinum level or above, contact [sponsorship@awtaustin.org](mailto:sponsorship@awtaustin.org) to see how we might customize your sponsorship.

## **What is an AWT flagship event?**

AWT flagship events are highly anticipated quarterly events where we have historically seen our largest turnout.

## **Can I sponsor more than one event a year?**

If you are a Diamond or Emerald sponsor you can choose to be a secondary sponsor at up to three events throughout the year instead of a sole sponsor for one event.

## **Do I get to determine the topic and select speakers for the event I sponsor?**

Depending on your sponsorship level, you may have the opportunity to work with the programs team to recommend or select topics and speakers for the event you sponsor.

## **How do I make sure the event my company sponsors aligns with the company's mission and values?**

After you have been on-boarded by sponsorship and made your sponsorship payment, you will work with the programs team to determine which event you would like your sponsorship to go towards.

## **I don't have enough employees to give my free memberships to, what should I do with the rest?**

You can give your free memberships to any individuals you choose. Alternatively, AWT will work with you to give the membership to someone who may not be able to afford it on their own.

## **What is the Proud Sponsor of Austin Women in Technology badge?**

The "Proud Sponsor of Austin Women in Technology" badge is a graphic that you can use on your own company website or social media channels to promote that you are a sponsor of AWT.