



## 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.
- 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
- **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 the opportunity to join the Board enhances 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, 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 a local organization impacting the Austin community – Dress for Success | GirlStart
- Enjoy a supportive, relaxed and fun environment
- Gain access to Texas Government decision makers through our AWT Government SIG
- To attend informative educational sessions via Intelligent Conversations, Networking Happy Hours, Speed Mentoring, Innotech Austin Conference





## ANNUAL SPONSORSHIP LEVELS

Austin Women in Technology offers companies distinct and affordable sponsorship levels. Each level offers a 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>Platinum \$2,500</b>	<b>Gold \$1,000</b>	<b>Silver \$500</b>	<b>Bronze \$250</b>	<b>GOV \$0</b>
Signage and logo in program for AWT events, prominently displayed	ALL	ALL	1	1	1	1
Your Company logo or name listed as a sponsor on the AWT website	Both	Both	Logo	Name	Name	Name
One free year of membership for set number of Company employees	20	10	4	2	0	0
Free access to one (1) AWT IC* event for set number of Company employees	20	10	4	2	0	0
Verbal recognition at AWT event (including charity events)	ALL	ALL	ALL	ALL	ALL	ALL
Company name on all blasts, webpages and social media leading up to event(s)	Yes	Yes	Yes	Yes	Yes	Yes
Mention in AWT printed materials for one year, including programs for every event	Yes	Yes	Yes	Yes	Yes	Yes
Company mentioned at least once a quarter through AWT social media channels	Yes	Yes	Yes	Yes	Yes	Yes
The opportunity to provide Company marketing materials at one of our events	Yes	Yes	Yes	Yes	Yes	Yes
Five minute presentation opportunity at one of our events	Yes	Yes	Yes	Yes	--	--
Business cards collected at event (option to draw winning card)	--	--	--	--	--	--
Sponsors are encouraged to provide a SME (Subject Matter Expert) for educational presentation or panel. Opportunity to educate our members about important technology topics in a non-product specific manner.	Yes	Yes	Yes	Yes	Yes	Yes

\* IC - Intelligent Conversations with Smart Women dinners offer networking opportunities and stimulating and engaging panel discussions.

## **GOVERNMENT SPONSORSHIP**

<b>Benefits &amp; Recognition</b>
Logo on website, Logo on AWT event signage, employee events for education, networking and mentoring, employee support, Talent Acquisition
<b>Opportunities</b>
Provide Speakers for educational panels, venues for collaborative events, speed mentoring at special events, employee support to attend AWT event

Become a Sponsor Now  
 Contact us at [web@awtaustin.org](mailto:web@awtaustin.org)