



# Women in Analytics

## Community Sponsorship Prospectus

### Women in Analytics Mission

The mission of Women in Analytics is to provide visibility to the women making an impact in the analytics space and provide a platform for them to lead the conversations around the advancements of analytical research, development, and application.

### Sponsorship Policies

WIA **will not** provide attendee/membership lists or sell attendee/membership information to any sponsor unless explicitly granted permission by members. WIA believes in data privacy and will leave it to our members to provide their personal information to sponsors if they find value in doing so (e.g. for recruiting purposes or interest in a product).

Please note sponsorship slots are limited. Contact us at [info@womeninanalytics.com](mailto:info@womeninanalytics.com) with questions or interest.

# Community Sponsorship Packages

All community sponsorship levels include logo placement on the WIA website with a link and Social Media Marketing.

	Basic Talent \$7,500	Premium Talent \$15,000
Promoted job postings to WIA community through email and on the job board (promotion on job board pins the job to the top for 1 week)	5	10
1-year Basic Memberships	5	15
Workshop tickets to any workshop throughout the year or during the conference	5	10
Social media promotion throughout the year as a community sponsor	10	15
Logo Placement on Website	x	x
Job fair booth at the virtual conference	x	x
Job fair booth at the in-person conference		x
Access to WIA community analytics dashboard - member demographics and participation		x

## Basic Talent Package - \$7,500

- ◆ 5 promoted job postings to WIA community through email and on the job board (promotion on job board pins the job to the top for 1 week)
- ◆ 5 free 1-year Community memberships (value of \$975)
- ◆ 5 free workshops ticket to any workshop throughout the year or during the conference
- ◆ Free job fair booth at the virtual conference
- ◆ Placement of logo on WIA website as a community sponsor
- ◆ 10 social media posts throughout the year as a community sponsor



## Premium Talent Package - \$15,000

- ◆ 10 promoted job postings to WIA community through email and on the job board (promotion on job board pins the job to the top for 1 week)
- ◆ 15 free 1-year Community memberships
- ◆ 10 free workshops ticket to any workshop throughout the year or during the conference
- ◆ Free job fair booth at the virtual conference and in-person conference
- ◆ Access to WIA community analytics dashboard - member demographics and participation
- ◆ Placement of logo on WIA website as a community premier sponsor
- ◆ 15 social media posts throughout the year as a community premier sponsor

## À La Carte Community Sponsorship

Sponsorship	Description	Price
Job Posting	Post a job on our job board that is available to all members of the community	\$100
Newsletter Mention	<ul style="list-style-type: none"> <li>● Sponsored email to the WIA email list (2000+) on a maximum frequency of once a month</li> <li>● Messaging and content from the sponsor is exclusive to the email</li> <li>● Can be targeted by demographics: titles and company</li> </ul>	\$250
Job Promotion/Boost	<ul style="list-style-type: none"> <li>● Highlighted notification on a job post through the job board to all members with notifications turned on for job postings</li> <li>● Job posting pinned to the top of the job board for 1 week</li> <li>● Analytics on views and clicks to apply for the boosted job posting</li> </ul>	\$400
Virtual Recruiting Booth	<ul style="list-style-type: none"> <li>● Access to profiles of everyone that attends your both or applies for one of your job postings</li> <li>● As many reps as you want present from your company</li> <li>● 6 hours to connect with job seekers</li> <li>● Ability to upload open positions and resources about your company</li> <li>● Ability to reach out to attendees and interview or chat live</li> </ul>	\$750



Featured Article	Publish sponsored content in our blog series on the website (must be approved)	\$750
Event Series Sponsor	Topics and speakers selected by WIA <ul style="list-style-type: none"><li>● 30 seconds statement from a speaker of your choice at the introduction of each webinar</li><li>● Logo placement on website and all marketing/promotional materials for the events</li><li>● Social media promotion of the event series (LinkedIn, Twitter, Facebook, Instagram)</li><li>● Newsletter promotion around each event</li><li>● Follow up email with call to action drafted by sponsor and sent to all registrants</li><li>● WIA will cover all prep work for events including creating of marketing materials, registration and event hosting platform, agenda, slides, and preparation calls</li></ul>	\$5,000