



Women in Analytics

Analytics. Featuring Women. For Everyone.

Virtual Summit Sponsorship Prospectus

February 10th - 11th, 2021

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 with questions or interest.



Premier Sponsorship Packages

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

	Presenting \$10,000 (Limit: 1)	Keynote \$7,500 (Limit: 1)	Break out \$5,000 (Limit: 2)
Presented by sponsor - logo on all marketing materials	x		
Pre-recorded ad video	x		
Logo on attendee selfie filter	x		
Email inclusion for summit reminders to attendees	x	x	
Branding on summit landing page and video frame	Summit home page	Keynote	Break out
Introduction / comments before session	Summit kick off	Keynote	Break out
Summit general pass	5	3	2
Summit VIP pass	3	2	1
Logo placement on sponsor landing page	x	x	x
Complimentary virtual booth	x	x	x
Booth data access	x	x	x
Include sponsor booth visit in a game	x	x	x



Presenting Sponsor - \$10,000 (Limit: 1)

- ◆ Presented by sponsor - logo placement on all marketing materials about the summit
- ◆ Pre-recorded ad video played in between sessions
- ◆ Logo on attendee selfie filter
- ◆ Email inclusion for summit reminders to attendees
- ◆ Branding on summit home page and video frame
- ◆ Introduction / comments during the summit kick off
- ◆ 5 general summit passes
- ◆ 4 VIP summit passes
- ◆ Logo placement on the sponsor landing page
- ◆ Complimentary virtual booth
- ◆ Booth data access
- ◆ Sponsor booth included in visit during summit attendee game

Keynote Sponsor - \$7,500 (Limit: 1)

- ◆ Email inclusion for summit reminders to attendees
- ◆ Branding on summit keynote pages and video frame
- ◆ Introduction / comments during the keynote sessions
- ◆ 3 general summit passes
- ◆ 2 VIP summit passes
- ◆ Logo placement on the sponsor landing page
- ◆ Complimentary virtual booth
- ◆ Booth data access
- ◆ Sponsor booth included in visit during summit attendee game

Break Out Sponsor - \$5,000 (Limit: 2)

- ◆ Branding on summit break out pages and video frame
- ◆ Introduction / comments during the break out sessions
- ◆ 2 general summit passes
- ◆ 1 VIP summit passes
- ◆ Logo placement on the sponsor landing page
- ◆ Complimentary virtual booth
- ◆ Booth data access
- ◆ Sponsor booth included in visit during summit attendee game



Specialty Sponsorship Levels

These sponsorship levels **include** a complimentary virtual booth.

Data Hack-a-thon Sponsorship - \$7,500 (Limit: 1)

- ◆ Pre-recorded and branded video introducing the data hack-a-thon and prompt
- ◆ Option to provide prompt and data set
- ◆ Logo placement on data hack-a-thon landing page
- ◆ Logo placement on sponsor landing page
- ◆ Announcement of the winners & presentation of prizes
- ◆ 2 general summit passes
- ◆ Complimentary virtual booth
- ◆ Booth data access

VIP Round Table Sponsorship - \$3,000 (Limit: 2)

- ◆ Facilitator for a VIP Round Table
- ◆ Selection of topic with approval from WIA
- ◆ Logo placement on the landing page for round table
- ◆ Logo placement on the sponsor landing page
- ◆ Sponsor booth included in visit during summit attendee game
- ◆ 2 general summit passes
- ◆ Complimentary virtual booth
- ◆ Booth data access

Happy Hour & Entertainment Sponsorship - \$2,500 (Limit: 1)

- ◆ Logo during promotion of happy hour (February 10th)
- ◆ Logo on landing page for the happy hour (February 10th)
- ◆ Presented by logo during the entertainment prior to the happy hour (February 10th)
- ◆ Logo placement on the sponsor landing page
- ◆ 2 general summit passes
- ◆ Complimentary virtual booth
- ◆ Booth data access



Sponsor Add-ons

The following add-ons are available to all sponsors of the summit and can be purchased in addition to the sponsorship cost if not already available in the sponsorship benefits.

Virtual Booth - \$995 (Limit: 5)

- ◆ Virtual booth at the conference
- ◆ Logo placement on the sponsorship landing page
- ◆ Participating in the virtual career fair

Promoted Q&A with Speaker at Booth - \$199 (Limit: 4)

- ◆ Must already be a sponsor of the summit
- ◆ Selection of speaker to do post-talk Q&A at virtual booth (max 20 minutes)

Provide an Instructor for a Tutorial - \$199 (Limit: 4)

- ◆ Must already be a sponsor of the summit
- ◆ Must get approval of the topic and instructor from WIA
- ◆ Tutorials are first come first serve for attendees and are 1 hour and 15 minutes
- ◆ Should be lighter than a workshop
- ◆ Instructor is responsible for providing an agenda, prep-work for attendees, and materials for the tutorial

Play Pre-recorded Ad in Between Sessions - \$499 (Limit: 2)

- ◆ Must already be a sponsor of the summit
- ◆ Must get approval from WIA
- ◆ Sponsor is responsible for providing the pre-recorded video (max 30 seconds)
- ◆ WIA can source the vendor to record and edit the ad for an additional fee