Women In Analytics Community

Sponsorship Prospectus

Updated December 2022
Maximize your exposure by utilizing WIA's extensive digital assets and online community.

One of our proudest elements of our organization is our tight-knit, active community. By taking advantage of our digital assets, partners can be assured they receive maximum value throughout their experience with us. We've developed a range of exciting opportunities to help meet your corporate objectives and gain exposure to data thought-leaders, professionals and academia, as well as provide an inclusive and diverse community for employees to participate in.
Our Community

14,300+ connections  2,500+ followers  570+ friends

450+ subscribers  1,040+ members  1,400+ followers
Our Community

4,600+ WIA Community Members

4,400+ Newsletter Subscribers

190+ Average Monthly Webinar Attendees

1,100+ Average Monthly Downloads
WIA Community Demographics

Top Countries Represented

- United States: 65.2%
- India: 9.2%
- Canada: 6.5%
- Nigeria: 6.5%
- United Kingdom: 6.5%
- Australia: 6.5%
- Germany: 6.5%
- Kenya: 6.5%
- Netherlands: 6.5%
- Others: 13.1%

Top US Cities Represented

- Los Angeles: 78%
- Columbus: 6.5%
- Dallas: 6.5%
- New York: 6.5%
- Austin: 6.5%
- Chicago: 6.5%
- Houston: 6.5%
- Dublin: 6.5%
- Ashburn: 6.5%
- Others: 6.5%
Sponsorship Opportunities

**Webinar Sponsorship - $7,500**
- 6 bi-weekly webinar live series
- Multichannel promotion to over 15,000 cumulative followers
- 1-2 minute sponsor speaking slot at the beginning of the webinar
- Recorded and shared with community members
- Follow up email with sponsor CTA sent to all attendees post-webinar
- Access to registration list

**In-Person Networking Event Sponsorship - $5,000**
- Ability to set up a booth throughout the entirety of the event
- Inclusion of logo/messaging on all multichannel marketing materials to over 15,000 cumulative followers
- Opportunity to address the crowd prior to programming
- Access to registration list
Sponsorship Opportunities

Virtual Event Sponsorship - $10,000
- Multichannel promotion to over 15,000 cumulative followers
- Multichannel streaming to Linkedin, YouTube and Twitter
- Several 1-2 minute sponsor speaking slots throughout the event
- Recorded and shared publicly
- Follow up email with sponsor CTA sent to all attendees post-event

Podcast Sponsorship - $700
- 3 sponsored episodes
- 30 second ad or call-out during sponsored episode
- Multichannel promotion to over 15,000 cumulative followers
- Exposure to over 12 different podcast streaming services
**Sponsorship Opportunities**

**Premium Newsletter Sponsorship - $3,000**
- Quarterly sponsorship includes 3 monthly newsletter features
- A tailored sponsorship block within our monthly newsletter with CTA
- Newsletter sponsor feature on main website
- Feature blog about sponsor on website, provided by sponsor

**Job Board Newsletter Job Postings - Varies**

<table>
<thead>
<tr>
<th>Position</th>
<th>1 week</th>
<th>2 weeks</th>
<th>4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 position</td>
<td>$120</td>
<td>$150</td>
<td>$200</td>
</tr>
<tr>
<td>3 positions</td>
<td>$229</td>
<td>$329</td>
<td>$400</td>
</tr>
<tr>
<td>5 positions</td>
<td>$329</td>
<td>$449</td>
<td>$600</td>
</tr>
<tr>
<td>Featured Company</td>
<td>$429</td>
<td>$629</td>
<td>$1,200</td>
</tr>
</tbody>
</table>
Interested in multiple sponsorship opportunities?

Ask us about discounted pricing when you bundle 2 or more WIA Community sponsorships!
Other Opportunities

**DataConnect Conference Sponsorship - Contact for pricing**
- 1,500+ attendees, 50+ speakers and new virtual attendance option
- Variety of sponsorship levels to fit any budget
- Increase your brand visibility and recognition globally
- Contact us or visit dataconnectconf.com for more information!

**Corporate Membership - Contact for pricing**
- Access to membership platform, including mentorship cohorts, mini-tutorials and networking opportunities
- Ability to create your own private WIA events within your organization
- DataConnect Conference & partner perks
Connect with us!

info@womeninanalytics.com