

# **Women In Analytics Community**

## **Sponsorship Prospectus**

**Updated December 2022**





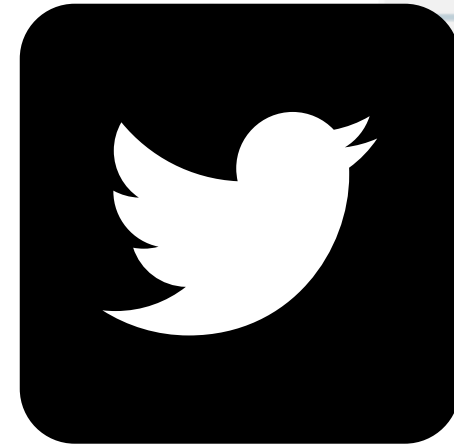
# **Maximize your exposure by utilizing WIA's extensive digital assets and online community.**

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



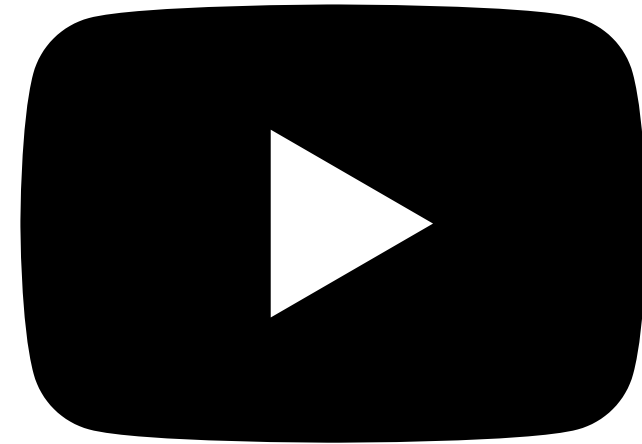
**14,300+ connections**



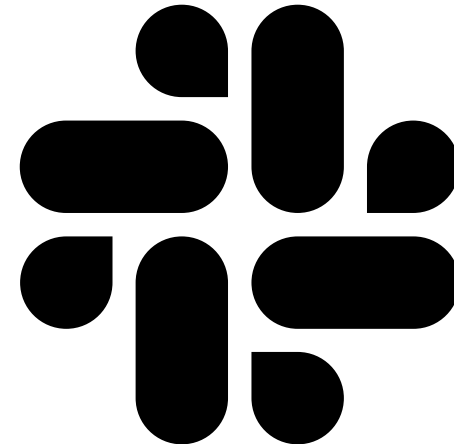
**2,500+ followers**



**570+ friends**



**450+ subscribers**

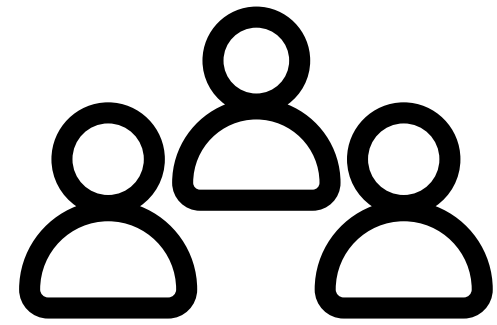


**1,040+ members**

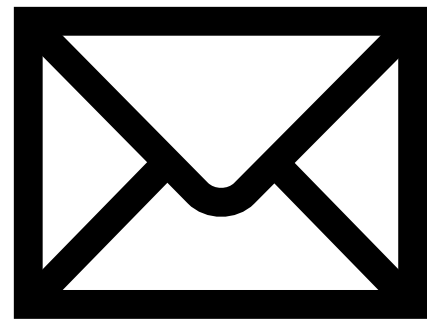


**1,400+ followers**

# Our Community



**4,600+ WIA Community Members**



**4,400+ Newsletter Subscribers**



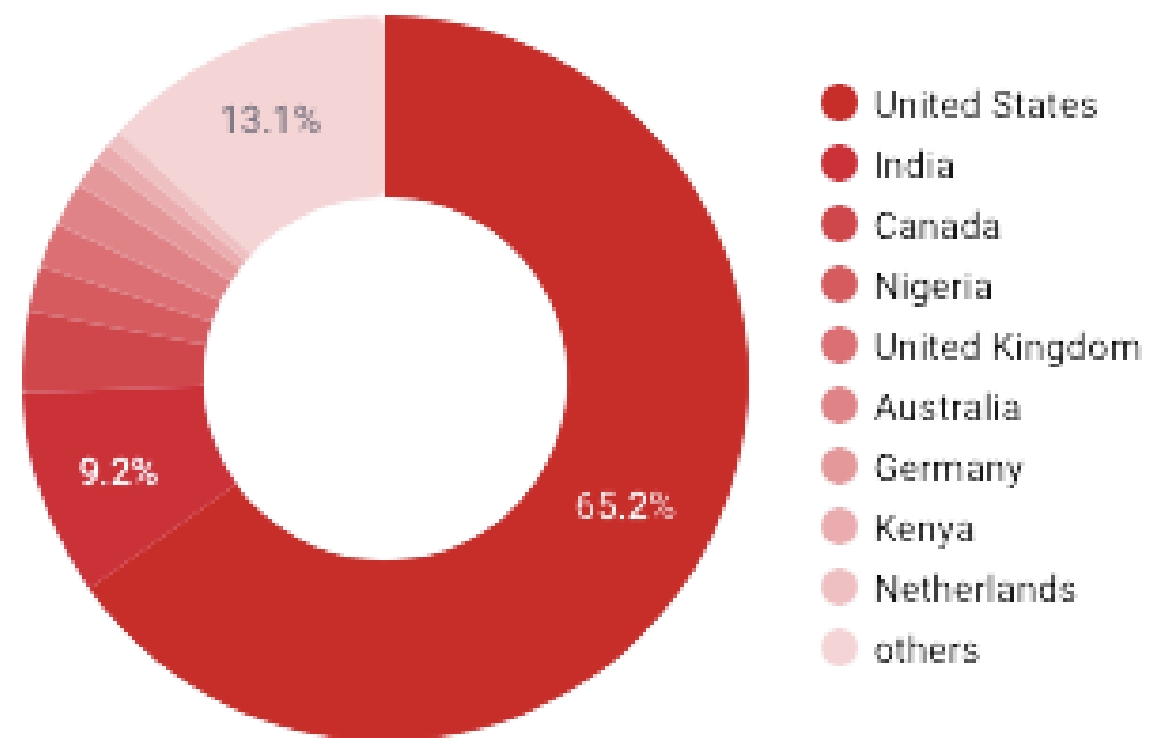
**190+ Average Monthly Webinar Attendees**



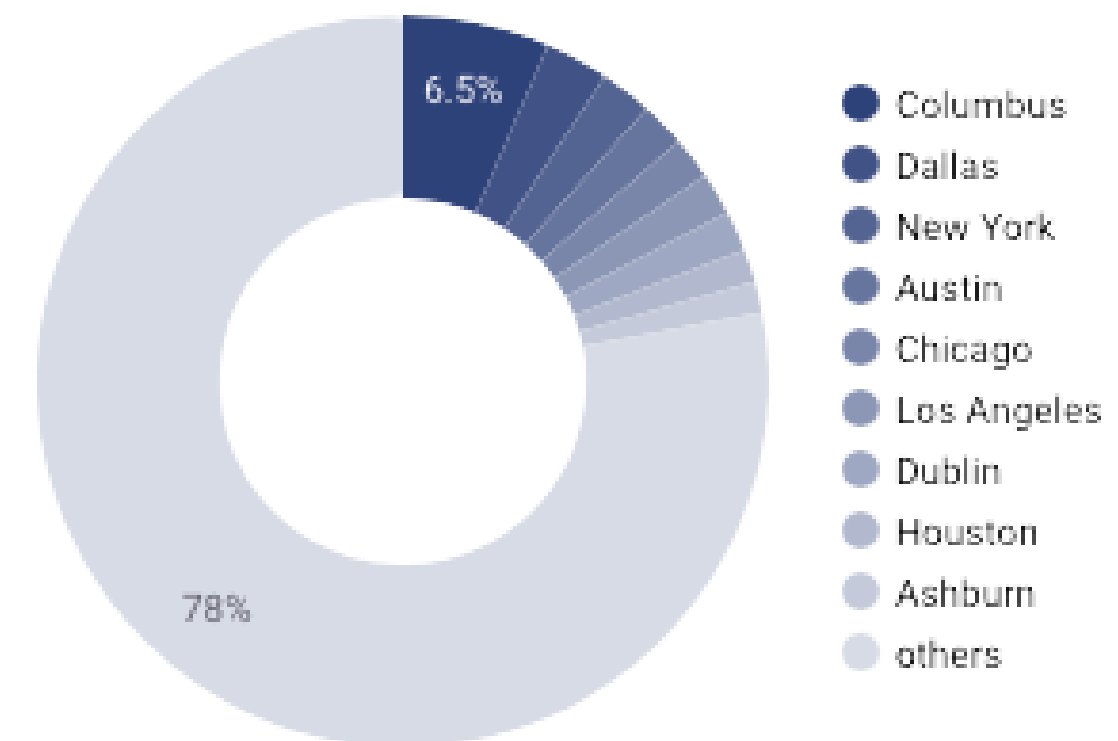
**1,100+ Average Monthly Downloads**

# WIA Community Demographics

## Top Countries Represented



## Top US Cities Represented



# 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

	1 week	2 weeks	4 weeks
1 position	\$120	\$150	\$200
3 positions	\$229	\$329	\$400
5 positions	\$329	\$449	\$600
Featured Company	\$429	\$629	\$1,200





# **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](https://dataconnectconf.com) for more information!**

## **Corporate Membership - Contact for pricing**

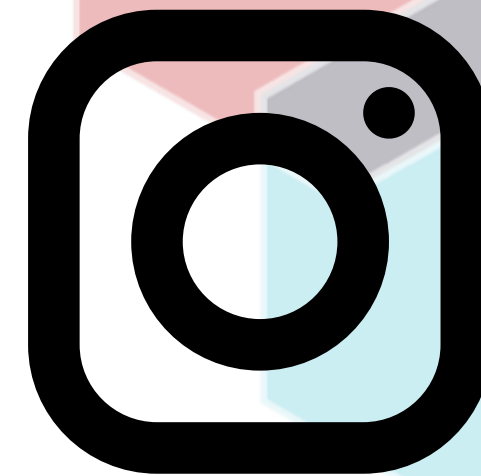
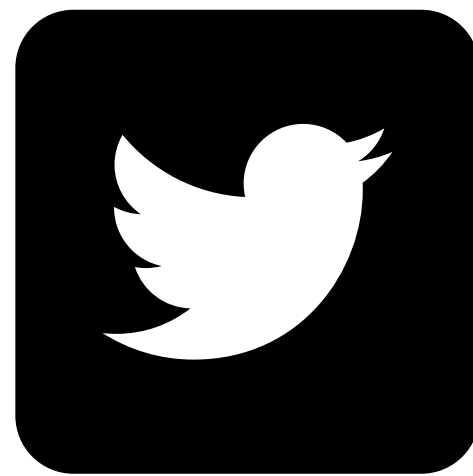
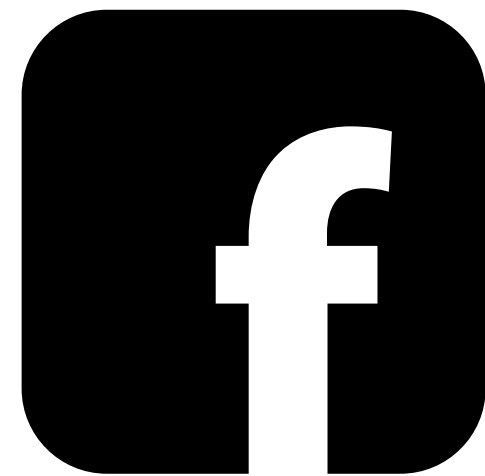
- **Access to membership platform, including mentorship cohorts, mini-tutorials and networking opportunities**
- **Ability to create your own private WIA events within your organization**
- **DataConnect Conference & partner perks**



# Our Community Partners



**Connect with us!**



**info@womeninanalytics.com**

