



**WOMEN⁺ IN TECHNOLOGY
OF NORTHWEST ARKANSAS**

*2025 Annual Conference
Sponsorship Opportunities*

WOMENINTECHNWA.ORG

About WIT

How it all started...

Women in Technology of Northwest Arkansas (WIT NWA) started as our founder moved to the NWA area and wanted to plug into a community of women and allies in technology. There were no existing groups available, so she started the Women in Technology of NWA. The vision for this organization was to be more than just events to plug into. The vision stems around changing the numbers of underrepresentation of women in the technology and STEM spaces. This means that action, around awareness and enablement, must take place. This organization will focus on connection, growth, community, and awareness for our current generations, as well as our next generation, through our Girls in Tech Program. Our vision is to connect, inspire, and empower women in technology to close the gender gap and to help women embrace technology.

Our Mission

The mission of the Women in Technology of Northwest Arkansas (WIT NWA) is to create a community, for women with careers in technology, to grow through networking, collaboration, connection, mentorship, and professional development.

Our Major Achievements



Connection & Growth

Monthly Network & Connect
Events Quarterly Connection & Learning Events
Mentorship Programs (1:1 & Circles)



Awareness & Enablement

Certification Program
Study Prep Program for Certification Girls in Tech Program (Mentorship, Events, Education, & Community Outreach)



Community Outreach

Community Partnerships created
Financial donations and support to local non-profits
Partnership with local schools for outreach, awareness, & learning/development opportunities



Impact

1

Membership

By becoming a part of this community, Members receive the following benefits:

- 2 Free Quarterly Events (\$50 value)
- WIT Pin and Sticker
- Early Access to Event Sign up
- Monthly Newsletter
- Access to all WIT NWA Programs including
- Access to Education and Certification Programs
- Access to Tech Recruiting Network

2

Connection Networking Growth

Plug into the Northwest Arkansas community by attending out monthly or quarterly Network & Connect Events. You will meet other men and women that have a passion for connection, community, and technology. We have between 70-150 in attendance monthly, from over 52 companies, across NWA. As part of your membership, you can participate in any of our WIT NWA Programs: Mentorship Programs, Specialized Breakout programs (Product, Engineering, Data Science, Cybersecurity, etc.), and so much more.

3

Awareness Enablement

WIT NWA has released a Certification Program for women in the community to either enter Technology or further expand her skillsets through FREE certifications. Our Study Prep program allows for women and allies that are going to take specific certifications (to include those being offered by WIT NWA and others) to come in and partner with a fellow member to ensure they are prepared and ready to pass. WIT NWA also focuses on Awareness and Enablement of our next generation through our Girls in Tech program, that focuses on mentorship, Events, Education, & Community Outreach for our girls, ages 12-18.

4

Community Outreach

WIT NWA has created connections and partnerships with companies across NWA. We have and will continue to ensure that we are making time and financial impact and donations to other non-profits and organizations that are set up to make a difference in this community. WIT NWA is focusing also on partnership with local schools for outreach, awareness, & learning/development opportunities for our next generation.



Platinum Sponsor

- Prominent recognition as a “Platinum Sponsor”
- Keynote speaker opportunity and/or Introduction of keynote speaker.
- 10 (ten) tickets to Annual Conference.
- 5 (five) Women in Tech memberships.
- Prime exhibition booth location.
- Full-page ad in the event program.
- Prominent logo placement on event materials, including invitations, program, banners, and tickets.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Access to the guest list
- Customized branding opportunities as requested.



\$10,000

Two (2) Available

Gold Sponsor

- Recognition as “Silver Sponsor” throughout conference
- Exhibition booth in the event area.
- 5 (five) tickets to annual conference.
- 2 (two) Women in Tech memberships.
- Half-page ad in the event program.
- Logo placement on event materials, including invitations, program and banners.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Customized branding opportunities as requested.



\$5,000

no limit

Silver Sponsor

- Recognition as “Silver Sponsor” throughout conference
- Exhibition booth in the event area.
- 2 (two) tickets to annual conference.
- Quarter-page ad in the event program.
- Logo placement on event materials, including program and banners.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Customized branding opportunities as requested.



\$2,000

no limit

Bronze Sponsor

- Recognition as “Bronze Sponsor” throughout conference.
- Exhibition booth in the event area.
- 2 (two) tickets to annual conference.
- Logo inclusion on event materials, including program and banners.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.



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\$1,000

Startup & Non-Profit Only

Lunch Sponsor

- Recognition as “Lunch Sponsor” throughout conference
- Opportunity to make introductory announcement during lunch.
- Exhibition booth in the event area.
- 2 (two) tickets to annual conference.
- Quarter-page ad in the event program.
- Logo placement on event materials, including invitations, program and banners.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Opportunity to provide branded napkins or similar during lunch.



\$3,000

One (1) available

Meet the Team



Tiffany Benitez

Founder & President



Charlee Brewer
Secretary



Crystal Wagner
Treasurer



Jordan Franklin
Annual Fundraisers



Sydney Johnson
Marketing & Communications



Kati Moore
Education & Certifications



Marco Monge
Girls - in Tech Certifications



Maria Smith
Women in Tech Programs



Lori McCleskey
Membership & Alliances



Sara Wade
Membership & Alliances



Sean Shasteen
Membership & Alliances



Gabby Biswell
Membership & Alliance



Evelyn Williams
Community Outreach



Swathi Karthikeyan
Community Outreach



Swarna Sethu
Community Outreach



Annie Alvarez
Girls in Tech Programs



Anupama Motamarri
Girls in Tech Programs



Inayat Kang
Girls in Tech Programs



Annmarie Tyson
Girls in Tech Programs



Snigdha Thumma
Girls in Tech Programs



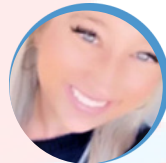
Sishir Doddi
Analytics & Reporting



Camryn Swedick
Designer



Alaina Pattillo
Events & Logistics



Heather Freeland
Events & Logistics



Erica Rivas
Events & Logistics



Johanna Diaz
Events & Logistics

Sponsoring Form

Thanks for choosing to invest in Women in Technology of
Northwest Arkansas!

Please fill the form below with your information .

Business : _____

Name: _____

Email: _____

Address: _____

Phone _____

Select Level

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Title | Platinum | Gold | Silver | Bronze | Lunch |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Sponsorship Amount

\$ _____

What's Next?

Thanks for choosing to sponsor Women in Technology of Northwest Arkansas! You have chosen to align your brand with an organization that is deeply committed to bettering our community by equipping women, girls, and our allies with access to careers in technology that they otherwise might not have been able to access. We take your investment seriously and our promise is to represent your brand with deep gratitude and respect.

As a sponsor, you will soon receive a social media package and PR kit allowing you to easily and clearly communicate your sponsorship with Women in Technology of Northwest Arkansas. Please make clear your Point of Contact so that we can make this process as seamless as possible for your team. All communication will go through conferences@WomenintechNWA.onmicrosoft.com.



Connect with Us



WOMENINTECHNWA.COM



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@womenintechnwa

WOMEN IN TECH OF NORTHWEST ARKANSAS



Annual Conference Sponsorship Opportunities

If you wish to create your own Sponsorship/Donation package please contact us.